

Supplement No. 2

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suppl. 2

TO THE

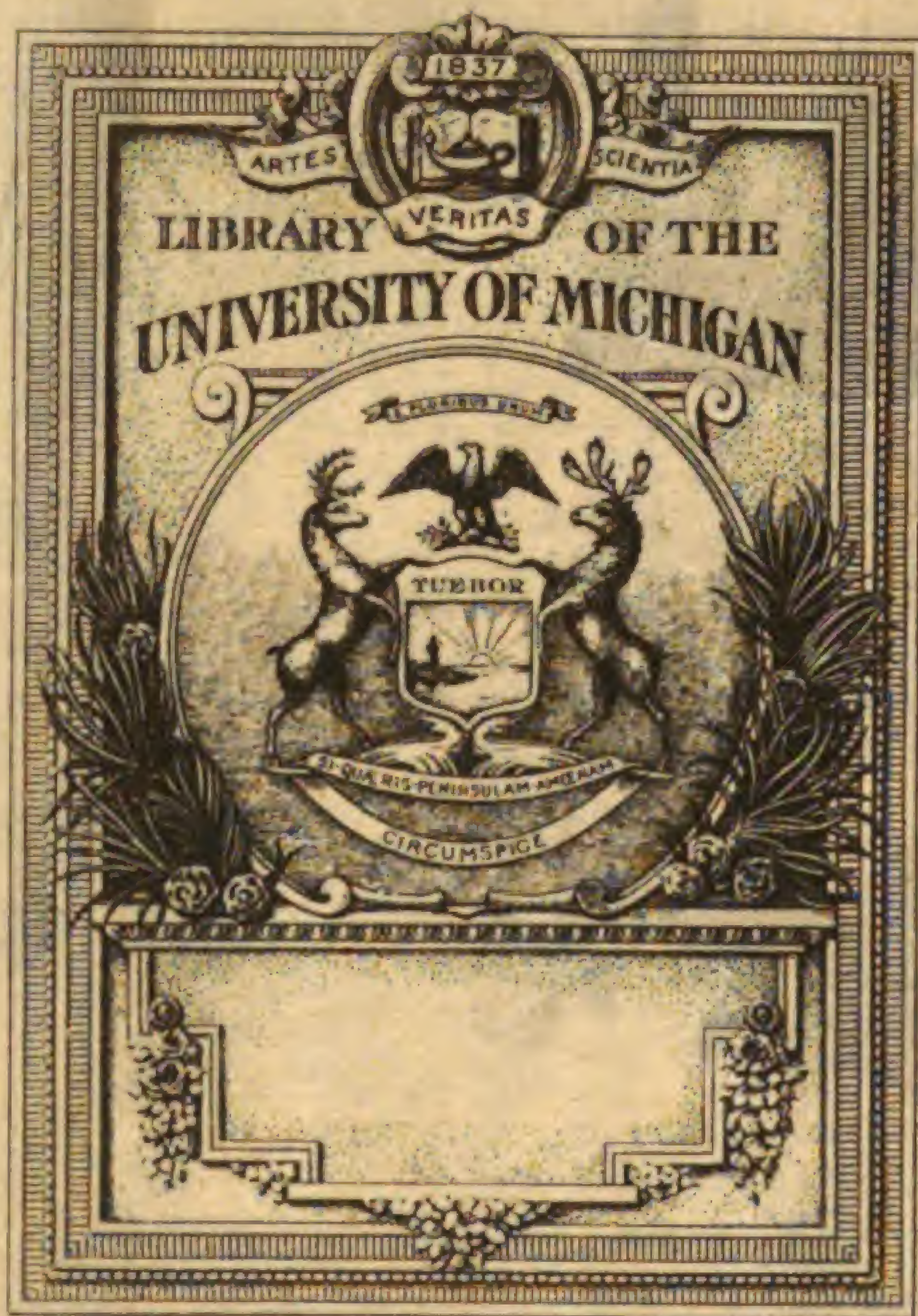
# American Line Type Book

Presenting Many  
New Series of Beautiful Type Faces  
Not Heretofore Shown in  
Our Catalogues

1911

AMERICAN TYPE  
FOUNDERS COMPANY

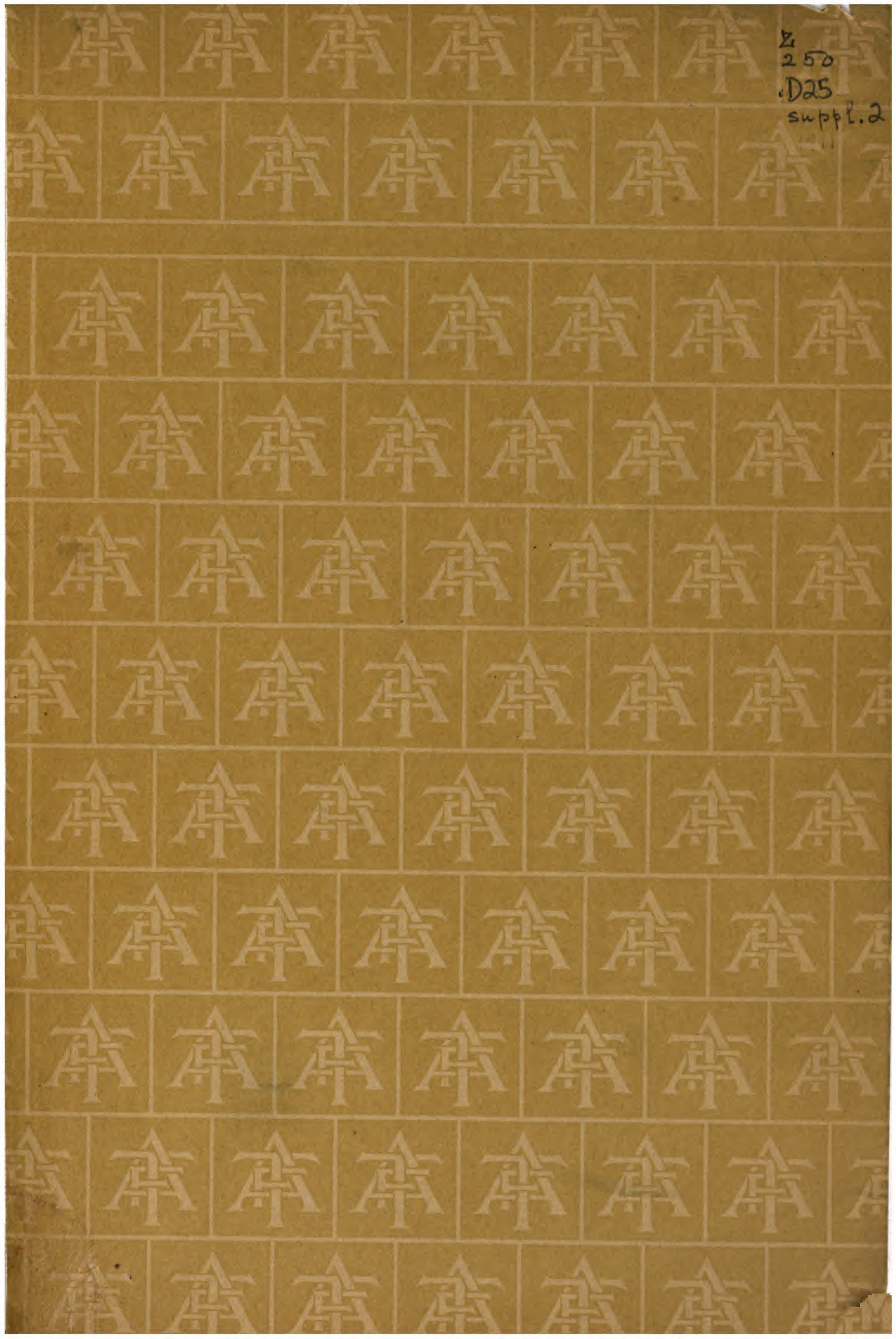




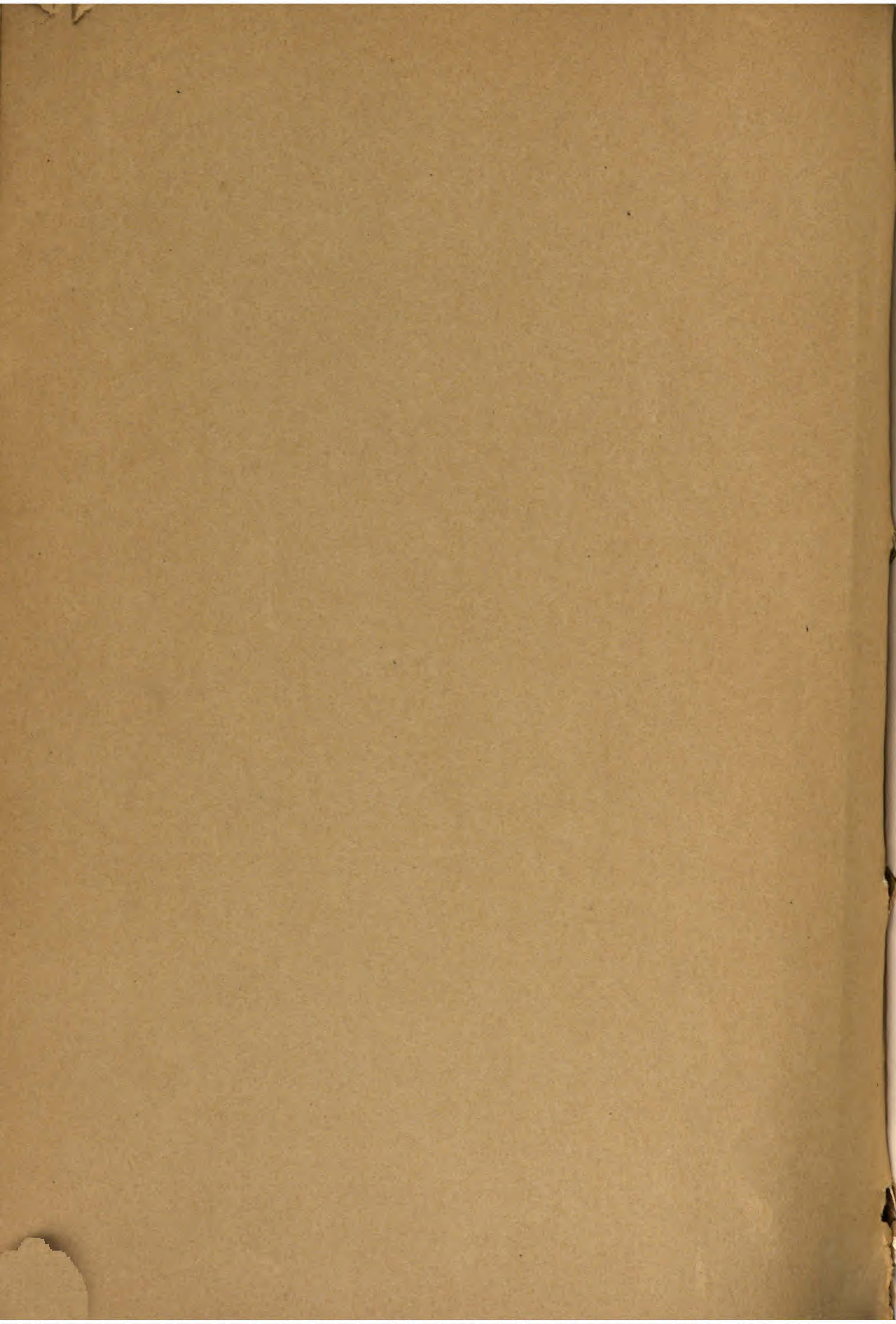
THE GIFT OF  
Univ. Printing Plant



250  
D25  
suppl. 2









*Supplement*  
*No. 2*

# American Line Type Book

Presenting many  
new series of beautiful type faces  
not heretofore shown in  
our catalogues

American Type Founders  
Company

Originator of Type Fashions



# American Type Founders Co.

*Largest Type Foundry in the World*

## Selling Houses

BOSTON  
270 Congress Street  
NEW YORK CITY  
Rose and Duane Streets  
PHILADELPHIA, PA.  
17-19 South Sixth Street  
RICHMOND, VA.  
1320 East Franklin Street  
BALTIMORE, MD.  
213-215-217 Guilford Avenue  
BUFFALO, N. Y.  
45 North Division Street  
PITTSBURGH, PA.  
323 Third Avenue  
CLEVELAND, OHIO  
15 St. Clair Avenue, N. E.  
CINCINNATI, OHIO  
124 East Sixth Street  
WASHINGTON, D. C.  
1210 G Street, N. W.  
CHICAGO, ILL.  
203-205 Monroe Street  
DETROIT, MICH.  
39-45 W. Congress Street  
ST. LOUIS, MO.  
Ninth and Walnut Streets  
MINNEAPOLIS, MINN.  
419-423 Fourth Street, South  
KANSAS CITY, MO.  
602-604 Delaware Street  
DENVER, COLO.  
1621 Blake Street  
PORTLAND, ORE.  
92-94 Front Street  
SAN FRANCISCO, CAL.  
820-822 Mission Street  
VANCOUVER, B. C.  
Homer and Helmcken Streets  
SEATTLE, WASH.  
317 Second Avenue, South  
SPOKANE, WASH.  
Sprague Avenue and Browne Street  
LOS ANGELES, CAL.  
121 North Broadway  
DALLAS, TEXAS  
2024-2026 Commerce Street

## Selling Agents

NEW YORK CITY  
Conner, Fendler & Co.  
96 Beekman Street  
ATLANTA, GEORGIA  
Dodson Printers Supply Co.  
55 South Forsyth Street  
MILWAUKEE, WIS.  
Milwaukee Printers' Supply House  
127 Second Street  
LOUISVILLE, KY.  
Robert Rowell Company  
441 West Main Street  
NEW ORLEANS, LA.  
E. C. Palmer & Company, Ltd.  
437 Camp Street  
TORONTO, CANADA  
Toronto Type Foundry Co., Ltd.  
MONTREAL, CANADA  
Toronto Type Foundry Co., Ltd.  
WINNIPEG, CANADA  
Toronto Type Foundry Co., Ltd.  
CALGARY, CANADA  
Toronto Type Foundry Co. Ltd.  
MELBOURNE, AUSTRALIA  
S. Cooke, Proprietary, Ltd.  
225 Queen Street  
LONDON, E. C., ENGLAND  
Linotype & Machinery, Ltd.  
188 and 189 Fleet Street  
CITY OF MEXICO, D. F., MEXICO  
National Paper & Type Co.  
7a De Nuevo Mexico 122  
GUADALAJARA, MEXICO  
National Paper & Type Co.  
183 Avenida Colon  
MONTERREY, N. L., MEXICO  
National Paper & Type Co.  
Dr Mier No. 107  
HAVANA, CUBA  
National Paper & Type Co.  
Calle O'Reilly No. 46  
NEW YORK CITY, N. Y., U. S. A.  
National Paper & Type Co.  
31 Burling Slip



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For showing and prices of other American Line Type Faces please refer  
 to American Line Type Book and the First Supplement

The tint blocks used throughout this Supplement were trimmed and routed on a Miller Combination Saw-Trimmed and Router and printed four tints at one impression in sixteen-page forms



# TO USERS OF TYPE

Keep this Supplement before you and refer to it frequently when laying out your work. The display pages will assist you materially in selecting a new dress for a catalogue, booklet or for that matter any job of printing, as they give you a splendid idea of what may be done with each series. The American Type Founders Company invites you to take advantage of the suggestions freely

For complete showing of other American  
Line Faces please refer to the American  
Line Type Book and First Supplement





## Why Buy OLD Type Faces When NEW Ones Cost No More?

**I**N this Supplement to the American Line Type Book is shown a number of new and beautiful type faces not heretofore printed in catalogue form. The American Type Founders Company's world-wide reputation for originality in its selection of popular and stylish type designs remains unchallenged, and the foremost printing offices of the country are now rapidly equipping with its latest and best products. The question now arises: "Why buy old type faces when new ones cost no more?" Why continue the use of old-fashioned type faces when new faces make your work more attractive; when the new faces are carried in stock for prompt delivery, while the old faces are invariably cast to order, necessitating delay and increasing cost? Let the printer seriously consider this and realize how much more profitable he could make his business were he to throw away the old, worn-out type faces and select from the catalogues of the American Type Founders Company his requirements from the many useful and profit-making series of American Line Type. Keep the plant young through infusion of variety

AMERICAN TYPE FOUNDERS COMPANY



72 Point

3 A \$5 20 4 a \$3 85 \$9 05

INTERMINGLES  
Cheltenham Dame

60 Point

3 A \$4 50 5 a \$3 35 \$7 85

DECEMBER NIGHT  
Chimes Entertainment

48 Point

4 A \$3 35 7 a \$3 10 \$6 45

DELIGHTS REQUESTED  
Instinctive Maternal Lullaby

42 Point

4 A \$2 65 8 a \$2 60 \$5 25

UNKIND NEMESIS HINTING  
Maiden Demanding Information  
Handsome Christmas Reminder



36 Point

5 A \$2 30 8 a \$1 95 \$4 25

MENTIONING SUBLIME THINGS  
Characteristic Esquimaux Decoration  
International Question Recapitulated

30 Point

6 A \$2 00 12 a \$2 05 \$4 05

EXPERIMENTING TINSMITH DESCRIED  
Kindergarten Entertainment Reorganizations  
Bostonian Selected Prominent Manufacturer

24 Point

8 A \$1 65 17 a \$1 85 \$3 50

IMPERTINENT REMARK ENJOINED WITH ZEST  
Demonstrative Esperanto Linguist Acquires Proficiency  
Beautiful Series for Booklet and General Job Printing

18 Point

13 A \$1 60 24 a \$1 65 \$3 25

MODERN DESIGNER SHOWING  
Some Rather Select Border Designs  
Originality Given Usual Prominence

10 Point

24 A \$1 20 48 a \$1 30 \$2 50

DECORATIVE INSTINCT IN GENUS HOMO  
Puts on Ornament Before it Learns to Use Clothes  
Curious and Interesting Human Traits Displayed  
Savage Races Grotesquely Decorate Their Bodies  
Humanity Always Did Love Ornament and Color

14 Point

17 A \$1 50 34 a \$1 50 \$3 00

GREAT MERCHANT PRINCE EMBARKS  
Important Turkish Mogul Drinks Perfumeries  
Pretty Discarded Favorites Quietly Beheaded

8 Point

27 A \$1 05 56 a \$1 20 \$2 25

THE PART THE EYE PLAYS IN FAST TYPE SETTING  
Speed of Arm Is a Factor of Only Secondary Consideration  
Alert Eye Should Continually Scout Ahead of The Fingers  
Unerringly Noting the Exact Lay of The Letter in The Case  
Economically and Systematically Directing Each Movement

12 Point

22 A \$1 40 43 a \$1 35 \$2 75

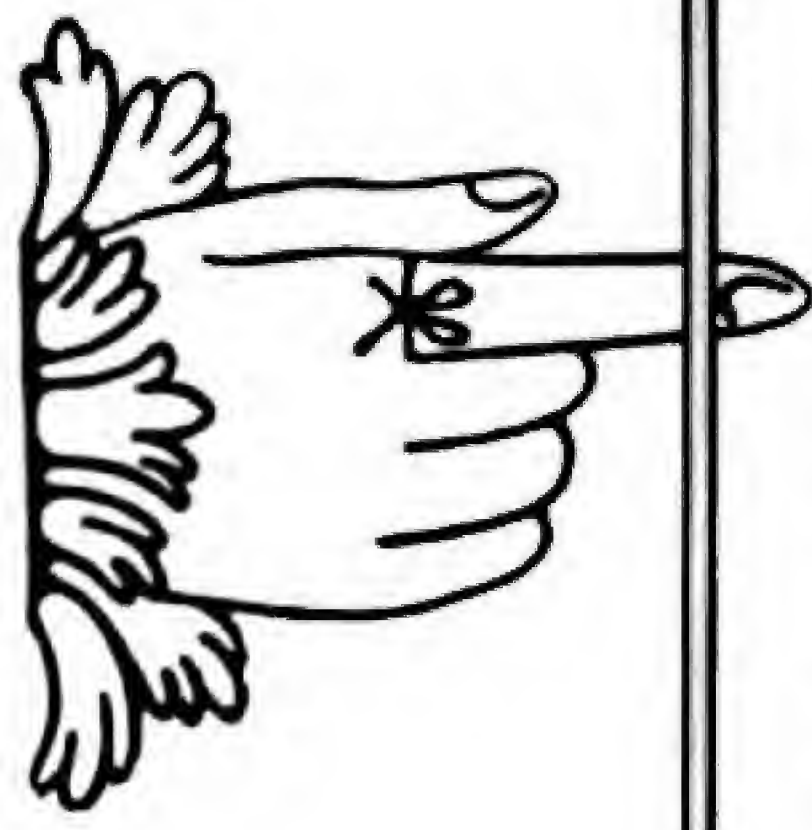
EMOLUMENT AND MUCH RESPECT DESERVED  
Printing is Seventh Giant Industry in the United States  
Better Day Dawning \$1234567890 Printing Crafter

6 Point

30 A \$0 95 60 a \$1 05 \$2 00

APPRECIATING THANKSGIVING FESTIVITIES PROMPTLY  
Magnificent Specimen of American Turkey Anticipated from Student  
Extemporaneous Toasts Affording Entertainment With Amusements  
August Personages Becoming Intoxicated During Informal Occasion  
Indigestion Prevented Through Beneficial and Prolonged Exercising  
Frolicing Youngsters and \$1234567890 Some Energetic Compositors





YOU POSITIVELY CAN'T  
AFFORD TO FORGET the  
**HEDGEBURG  
FARM NEWS**

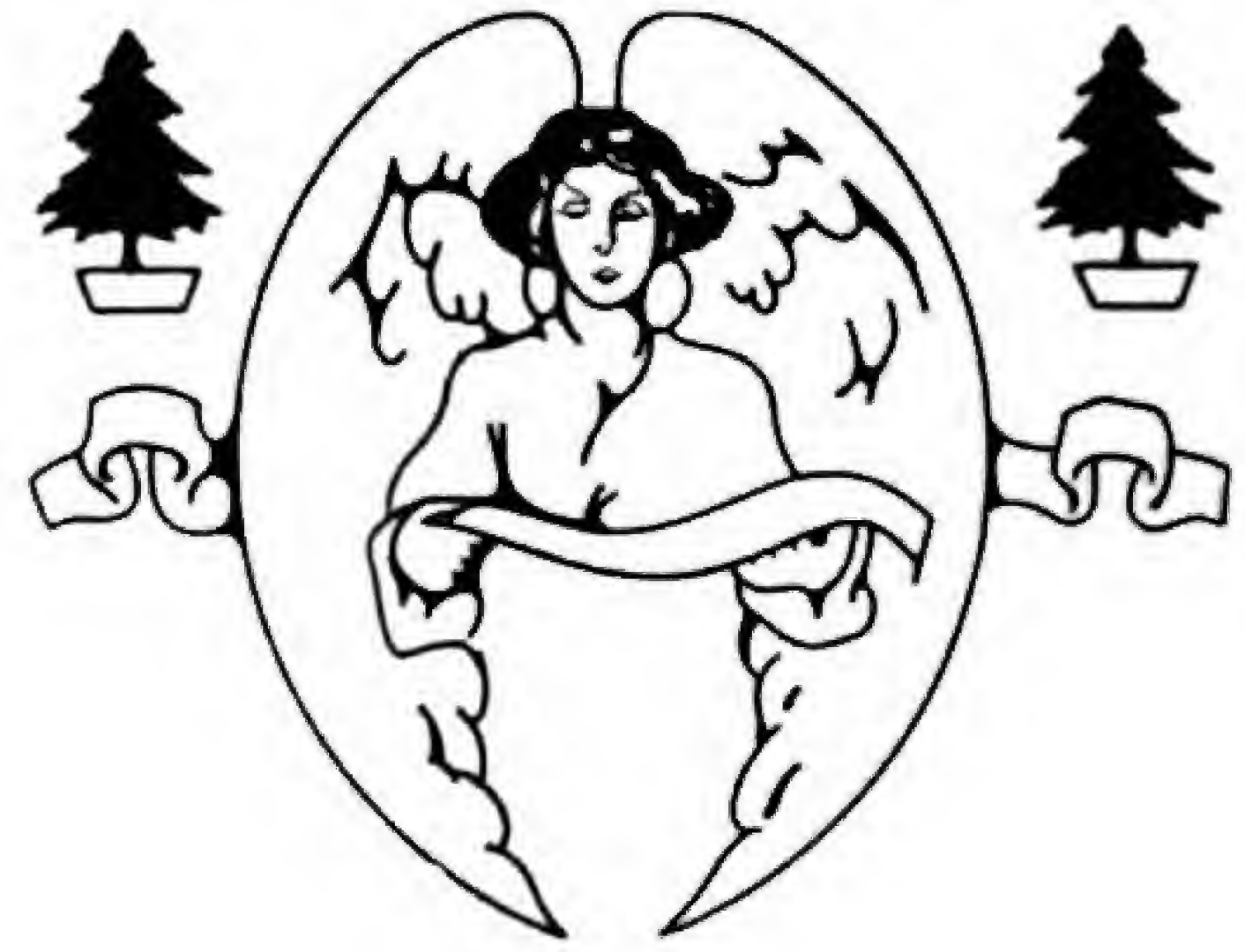
**I**T is the very best medium  
for farm advertising and  
general chronicles in and  
about the farm region of  
this and surrounding counties  
of our State. It is paid for and  
read by more of the first-class  
families of this State than any  
other newspaper devoted to  
the interests of ranchers and  
farmers in general. You can't  
find a better way to get into  
the best homes than through  
the columns of this valuable  
family paper and advertiser

PUBLISHED EVERY WEDNESDAY

Single Copies  
Seven Cents  
Three Dollars per  
Year; One-Fifty  
for Six Months

Panel Border Bulfinch Attractor

# May Peace Abound



A  
Christmas  
Carol

Issued by  
Hanover Publishing Company  
Philadelphia, Pa.

Holiday Decorator



A STITCHER THAT IS AS MUCH DIFFERENT FROM AND AS MUCH BETTER THAN  
OTHERS AS THE MODERN PRINTING PRESS IS BETTER THAN THE HAND PRESS

## THE **BOSTON WIRE STITCHER**

The Single Adjustment Feature of the Boston Wire Stitcher is an invaluable time and money saver. By turning the hand wheel at the back of the machine to gauge the thickness of the work, all the parts, including the feed, the cutter, clinchers and table, are automatically adjusted, and the first stitch driven is perfect. This one feature does away with the many expensive accidents typical of all competitive machines and places the Boston Stitcher at the top notch as a time and money saver. It should be remembered that from three to six different operations are necessary in other stitchers having any adjustment for length of stitch, and those without adjustment are capable of stitching but a few sheets at each operation. This simplicity of adjustment places the stitcher within easy control of the operator

Rapid, Simple and in every  
manner a Reliable Machine

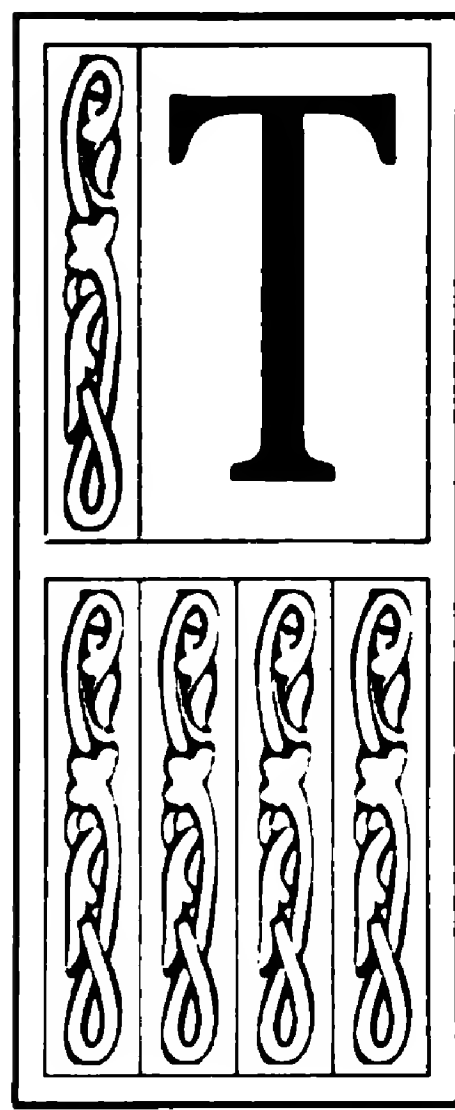
**AMERICAN TYPE FOUNDERS COMPANY**

Century Border Cast Squares



## SIGNIFICANCE AND BEAUTY IN HIGH ORNAMENTAL ART

---



THROUGH ornament, significance or beauty is imparted to utility. It is either symbolical or it is aesthetic. Symbolic ornament consists of elements or forms chosen for the sake of their significance—Aesthetic ornament consists of forms chosen for their beauty alone, or their power of appealing to the senses. ¶ Of historic styles of ornament, the Gothic Egyptian, Assyrian, Persian, Byzantine Scandinavian, Indian, Polynesian, and many Chinese and Japanese ornaments are symbolic possessing elements and ornamental details chosen for their significance; while in the Greek, the Roman, and the Renaissance ornament the purely aesthetic motive is characteristic. ¶ Ornament, again, may be natural or conventional—imitative or inventive. The terms "natural" and "imitative" have the same meaning—viz., the exact copying of natural forms, so that they become principal, not secondary, as perfect ornament should be. Conventional ornament is the adaptation of natural forms to ornamental and technical requirements, and is seen in its greatest beauty in the frank treatment by the Indians and the Persians of their flora and fauna for the decorative enrichment of their textile fabrics, earthenware, jewelry, and implements of war



## Cheltenham Oldstyle Condensed in Practical Display



### A Beautiful Residence

IN A MASTER DEVELOPMENT. All those up-to-date features that make for comfort and liveableness, and which are usually associated only with high-cost houses, are to be found, at moderate prices, in the beautiful residences just completed, and welcoming your inspection at

### Mount Elmwoods on Central Bayshore Electric Line

Built on plots 150 x 300, equal to 14 city lots and within easy walking distance of the station

Each residence has large living room, butler's kitchen finished in tile and white enamel with running water and range, laundry, library and from three to eight large light and airy sleeping rooms and roomy porch. Has electric and gas fixtures, screens, shades and awnings. Decorations quaint, restful and harmonizing with the finish of wood work. Beautiful lawn and tennis court

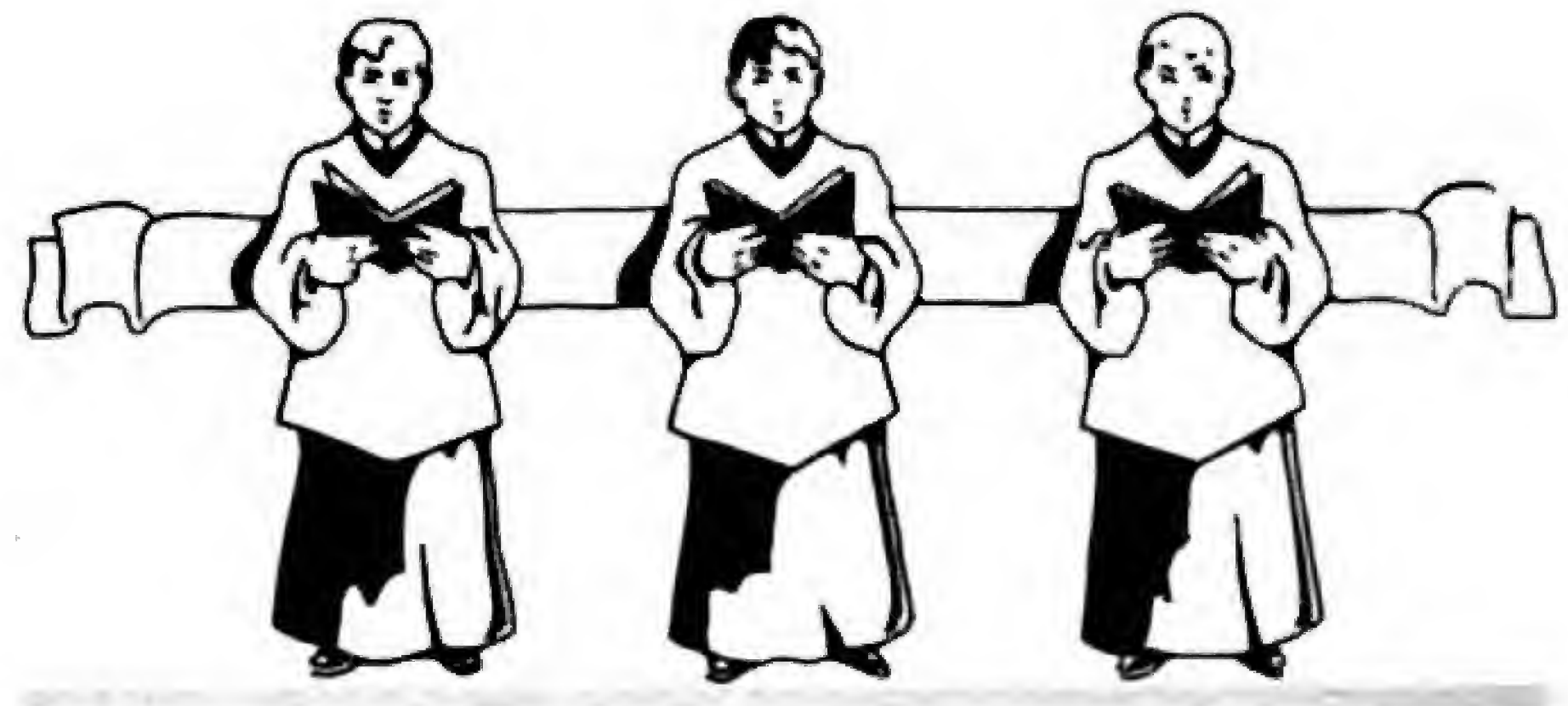
Prices begin at \$3,500, then \$4,200, \$4,800 and up to \$12,000. Also a limited number ranging from \$15,000 to \$20,000. Any of these beautiful, modern residences may be purchased on terms to suit conservative buyers

One-Half Acre Cottage Plots, \$1,500. \$125 Down and \$10 Monthly. Write for Booklet

### H. M. Hartman & Co.

Number 98 Brotherlove Avenue, Philadelphia

Panel Border Renaissance Ornament



## EASTER

ONE WEEK FROM NEXT SUNDAY

Easter garb for clergy, clerical clothing, Latin and Anglican cassocks, albs and surplices, and pulpit gowns; in fact, everything that the clergy wears. Easter garb for choristers can be found here in a fine line of cassocks in black and colors, also cottas; in fact, we now have complete choir outfits in the very best of fabrics. Even the altar boys have not been forgotten as our excellent line of cassocks and surplices will show. Our new display of Easter neckwear merits your inspection—the season's best

### HANCOCK & GORDONS

THE BROADWAY DEPARTMENT STORE

Panel Border Holiday Decorator

If your competitor talks about you  
put him on the payroll. Never mind  
what he says so long as he talks

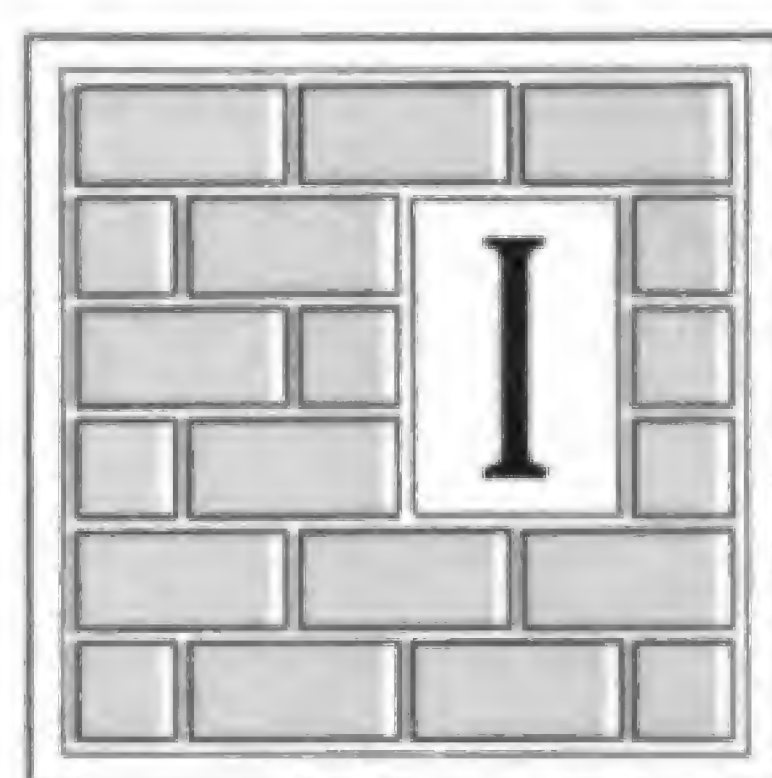
Century Border



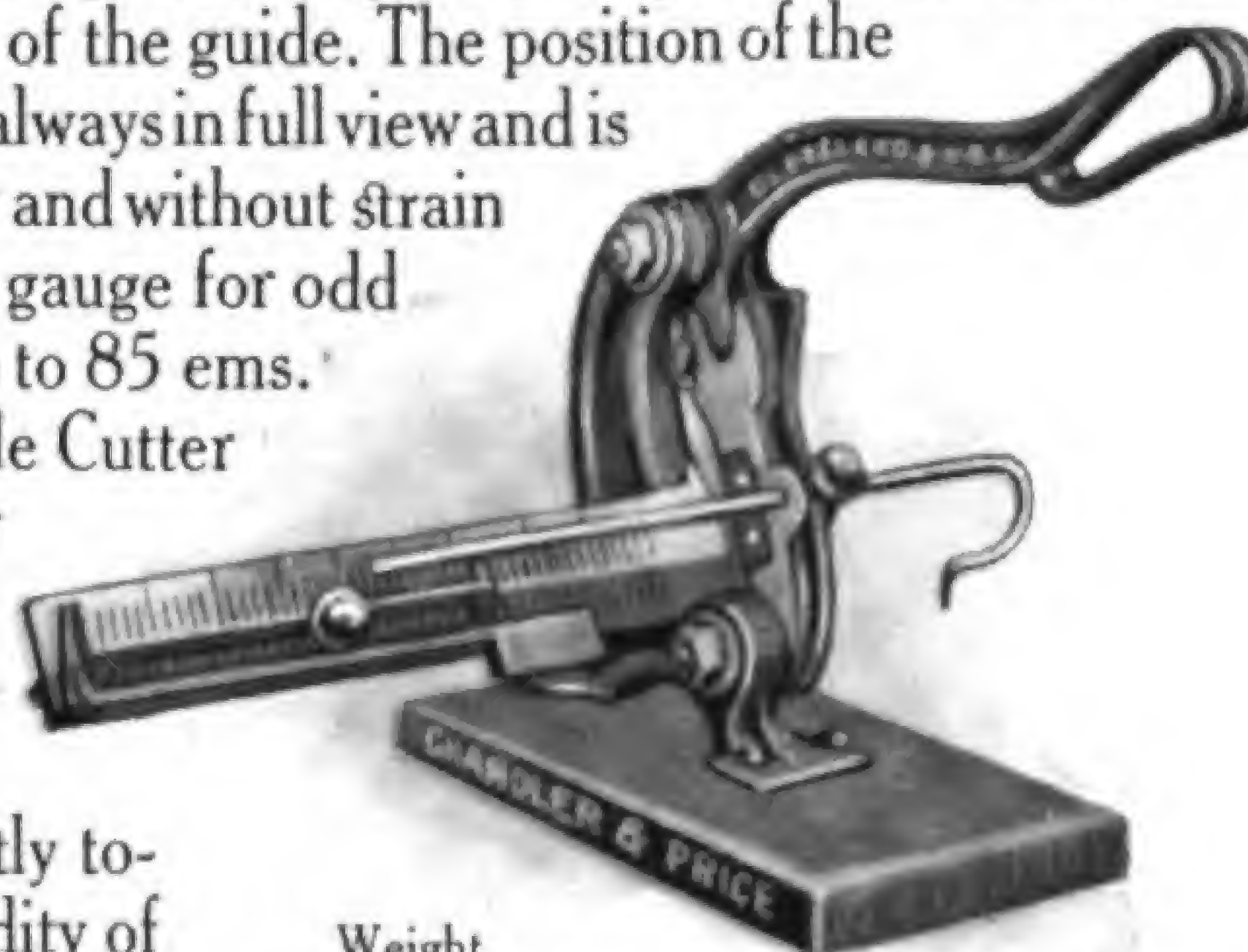


Electrotype Half-tone No. 1 for 2 colors; complete \$2.00

### *The Chandler & Price Lead and Rule Cutter*



IN this cutter are many valuable features. It is a radical departure from every other style. The bed is nearly vertical, but inclines slightly from the operator. The lead or rule rests on a raised guide along the lower edge and automatically assumes a true position by gravity, assuring a square cut. The guide is accurately graduated to 12-point ems and numbered to 5-em lengths. The gauge is reversed for cutting leads required longer than the bed, and is fitted with a latch to engage the slots of the guide. The position of the guide is such that the graduated scale is always in full view and is immediately seen without stooping over and without strain on the eyes. A thumb-screw holds the gauge for odd lengths. Gauges 14 inches — from zero to 85 ems. In the Chandler & Price Lead and Rule Cutter the cutting mechanism is designed for accuracy and special rigidity. The two cutting blades are practically built to each other by being fastened at both ends, which keeps them working tightly together. Powerful leverage and the rigidity of adjustment are characteristic in this cutter. The gauges on this cutter, when properly adjusted, cannot possibly slip; they are accurate and are sure to remain so. Short measures are quickly cut on the front gauge.



Weight, boxed, 15 pounds

### *The Chandler & Price Mitering Machine*

This is a strong, well-built machine for mitering brass and metal rule to any desired angle. By adjusting the screw at the end of the hub the knife can be instantly set to cut any desired strength, making it convenient to start a miter with a strong shave, thus cutting more rapidly, and then toning the shave down to accuracy in the finishing. A good mitering machine is one of the handiest implements around a composing room — a tool that is useful in so many ways that it will pay for itself in economized time. The Chandler & Price Machine is different from all others in design. It combines strength with simplicity. The knife is made of the very best steel and is easily sharpened, thereby insuring a good miter.



Weight, boxed, 42 pounds

Half-tone Cuts used on this page are taken from Chandler & Price catalogue



72 Point

3 A \$6 70 4 a \$4 35 \$11 05

UNDERMINE  
Honest Sailors

60 Point

3 A \$5 30 6 a \$4 80 \$10 10

MUSIC ENDING  
Studious Mothers

48 Point

4 A \$4 05 7 a \$3 55 \$7 60

DESIGNS PLEASED  
Recognized Simplicity

42 Point

5 A \$3 60 8 a \$3 00 \$6 60

HANDSOME MEMBER  
Cheltenham Style Recent  
Prints Beautiful Brochure



Cheltenham Medium

36 Point

5 A \$2 55 9 a \$2 45 \$5 00

DESIRED LEGIBLE SERIES  
Promised Rewards Compared  
Manuscripts Interested Printer

30 Point

6 A \$2 25 10 a \$2 00 \$4 25

STUDIED TIRESOME PROBLEMS  
Modern Printers Secure Cheltenham  
Superlatively Composed Manuscript

24 Point

7 A \$1 70 14 a \$1 80 \$3 50

USEFUL NORTHERN FROZEN RIVERS  
Encouraging Uniform American Hospitality  
Combinations Regarding Window Colorings

18 Point

11 A \$1 60 21 a \$1 65 \$3 25

BEAUTIFUL MAHOGANY  
Quickest Newspaper Printers  
Discouraging News Received

10 Point

19 A \$1 20 38 a \$1 30 \$2 50

LUMBER CAMPS DISCOURAGED  
Discard Your Obsolete and Worn Out  
Type, Substitute Modern Type Faces  
Popular Cheltenham Family Relieves  
Customers and Printers from Anxiety

14 Point

15 A \$1 45 28 a \$1 55 \$3 00

PRINTERS THRONGING SHOPS  
Cheltenham Medium For Best Work  
Helpful Type Faces Relieve Owners

8 Point

22 A \$1 05 45 a \$1 20 \$2 25

DEMOLISH LARGE ORIGINAL THEATRE  
The Bringing Out of Type Faces in Large Series  
And the Development of Families Has Caused  
The Change in Typography; the Change which  
Shows Contrasts by Use of the Varying Weights

12 Point

17 A \$1 35 34 a \$1 40 \$2 75

MIDSEASON RAINY PERIOD HELPFUL  
Italian Artists Entertained American Guests  
Racing Pedestrian Matched Championship  
American Type Best Type \$1234567890

6 Point

26 A \$0 95 50 a \$1 05 \$2 00

THE BUYING OF TYPE FACES IN WEIGHT FONTS  
If You Have Never Tried This Plan You Have No Idea of  
The Time Saved in the Composing Room. This of Course  
Necessitates Larger Fonts, and it is on this Account that  
Printers Will Appreciate the Innovation Established by  
The American Type Founders Company of Selling Job  
Type in Weight Fonts at Body Type Prices \$1234567890



## Cheltenham Medium in Practical Display

### Business Methods

A MONTHLY REMINDER OF  
TOPICS IN OUR FACTORIES



Special Talks on  
**Advertising**

Regarding  
Its Advantages  
and Power

Versatile Ornament No. 86

### INFLUENCE OF THE TRADE JOURNAL ON OUR INDUSTRIAL DEVELOPMENT



NEVER has it been reported that Aesop published a technical journal, but it is widely known that he possessed a generous supply of the truly American advantage, practical common sense. Thus equipped, and with his ability to present his message in an attractive form, he might have justly aspired to the profession of journalism (even technical journalism) but for the fact that he was born some thousands of years too soon. One of the Aesop stories relates how a certain husbandman told his sons that he had left unto them gold buried under the ground in his vineyard, and they dugged all over the ground and of the gold they found none, but by reason of stirring and digging the mould about the roots of their vines, they had a very good vintage the next year. Lord Bacon, another philosopher who ought to have been an American, repeats this fable with the following comment: "So, assuredly the search and stir to make gold hath brought to light a great number of good and fruitful inventions and experiments, as well for the disclosing of nature as for the use of man's life." Now, it is just along these lines that the

Strathmore Mortised Initial No. 225, Color No. 226

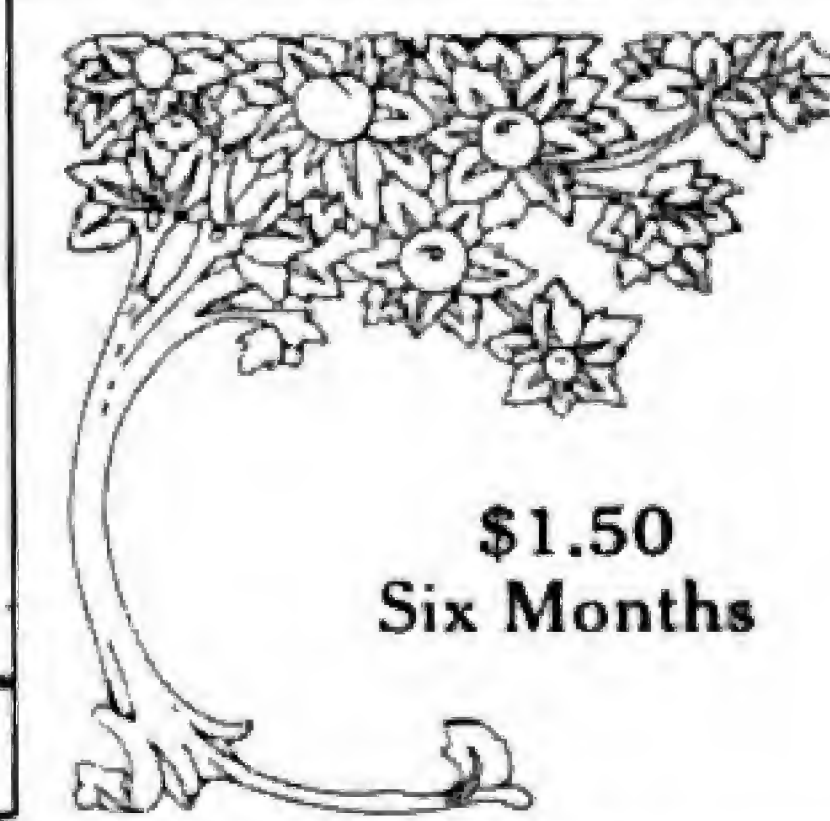
## JUST ENOUGH DIVERSION

To secure proper attention and a large circulation many successful proprietors agree that in the judicial handling of copy for reading matter lies the way to progress. To our pages is credited many facts that divert and amuse



\$3.00  
Per Annum

**THE MODERN POST**



\$1.50  
Six Months

Strathmore Ornaments Nos. 217 and 218 Century Border



## Cheltenham Medium and Italic in Practical Display

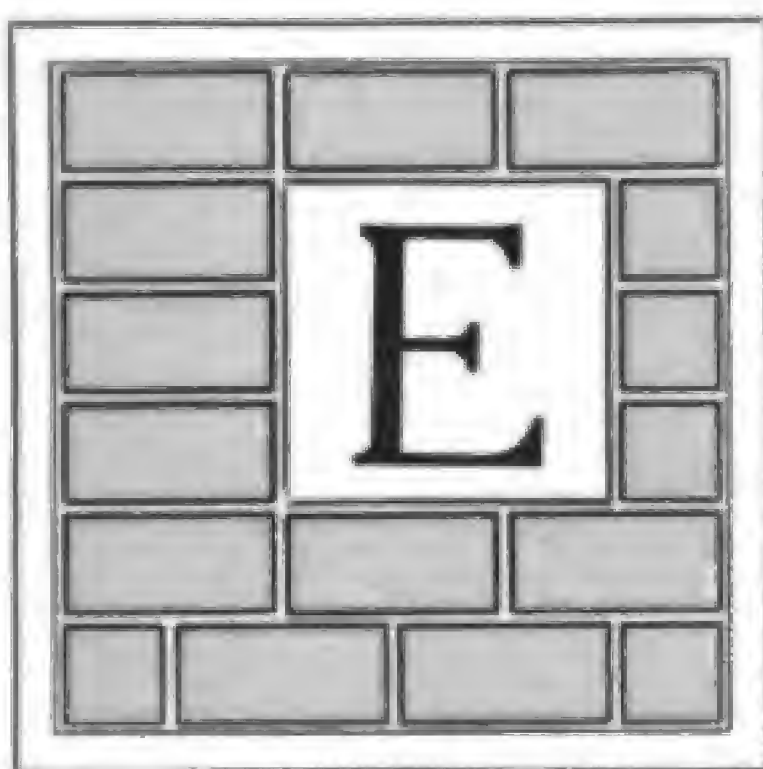


### *An Interesting Story*



Electrotype Half-tone No. 2 for 2 colors; complete \$2 00

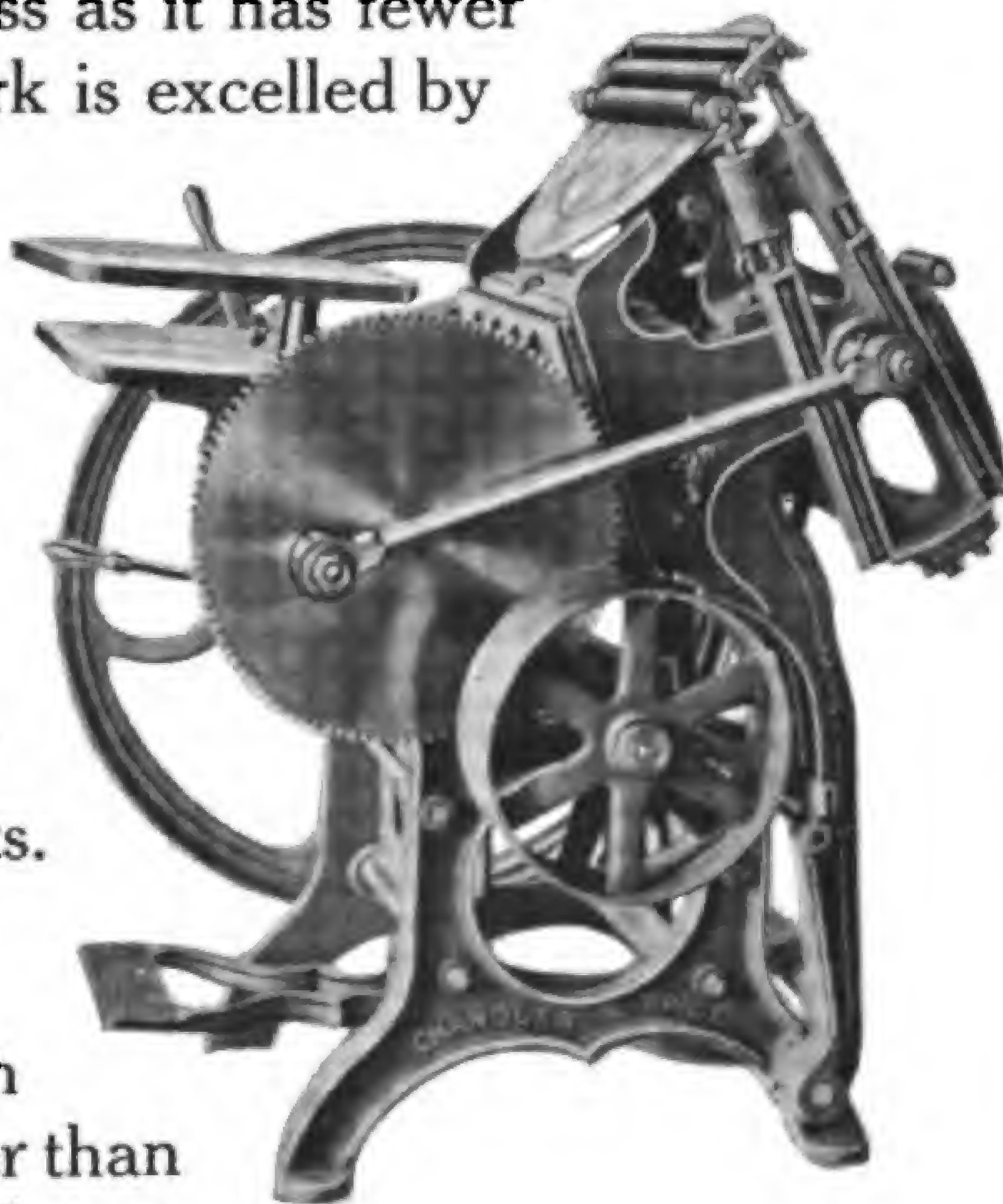
## ABOUT THE CHANDLER & PRICE GORDON PRESS



ENTERPRISING printers are appreciating the important points which make this press far superior to any other. In ninety out of one hundred printing offices in the country, the Chandler & Price Gordon Press is certainly the greatest money maker in proportion to investment and cost of operation of any of the equipment. When other presses are idle in a shop, this press is usually busy and crowded with work. It is undoubtedly true that the foundations of a big majority of the successes made in the printing business during the past twenty years were laid with the profits made upon Chandler & Price Gordon Presses. Although the first of these machines were built in the year 1886, most of them are still in use. Printers will part with other presses for new ones, but they hold on to their Chandler & Price Gordons. This is proven by the fact that though thirty-four thousand of these machines are in use, it is an unusual thing to find a second-hand Chandler & Price Press that is offered for sale, they being so well constructed they outlast all other makes.

### *The Design or Mechanical Principles*

A machine of few parts has a distinct advantage over a machine having many parts, provided it does its work equally well. That is one of the great advantages of the Chandler & Price Gordon Press as it has fewer parts than any other type of job press, and its work is excelled by no other. The fact that there are over thirty-four thousand Chandler & Price Gordon Presses in everyday use should be sufficient evidence that they give first-class satisfaction. The design and mechanical principles produced in the Chandler & Price Gordon Press are as nearly "fool proof" as a printing press can possibly be made. It has no complicated parts, and is simplicity itself in all its movements, thereby reducing most repair costs.



### *Weight Balanced Perfectly*

The Chandler & Price Gordon Presses weigh from three hundred to five hundred pounds heavier than other presses of the same type, the extra material being largely in the frames, the platen and the bed, though it is distributed in proportion through the other parts of the machine on which strain of impression is thrown. Great care has been used to distribute the weight so that all parts

Half-tone Cuts used on this page are taken from Chandler & Price catalogue



## Some Marine Expeditions Under Extraordinary Men

GIVING A COMPLETE AND DESCRIPTIVE ACCOUNT OF THE CRUISE  
THROUGH THE PERILOUS CHANNELS TAKEN BY THE SEARCHERS



THESE marvellous and very exciting adventures of John Amond, his servant Conseil, and a Norwegian harpooner, Ned Jenson, had their origin in 1867. For many weeks ocean vessels had been met by an "enormous beast," a long object shaped like a spindle, occasionally phosphorescent, and infinitely larger and more rapid in its movements than a whale. Others observed what appeared to be a sandbank, or reef, in mid-ocean, which shifted from place to place. Ships were injured by collisions with the mysterious object, and others were beyond the shadow of any doubt destroyed by it, since there were numerous total disappearances of vessels. Finally the United States Government sent out a warship, the Abraham Lincoln, to search for and capture or destroy the creature, whatever it might be. On that vessel I, John Amond, with Conseil and Jenson, secured passage. Hundreds of miles were sailed without any result. Then, November 28, not far from the coast of Japan, the object of our quest was sighted. A prolonged chase began, the unknown object easily keeping ahead of the ship. But one night it lay still upon the water, apparently an enormous whale with a luminous eye. Our vessel stole up to it. Ned hurled the harpoon. I heard the sonorous tone



## Cheltenham Medium in Practical Display

**T**HE glory and power of Printing is not in the past. Its influence at the present time makes it a powerful conservator of all human acts and progress. It is the handmaiden of all the arts, industries and sciences, and the most energetic worker in the world's shop to polish and refine the civilization of this age and the future. When we consider its mission, and see in it all the great possibilities for perpetuating the inventions and knowledge of all eternity, we may well designate present printing as the Art Preservative of all Arts



### THE ORANGE GROVE

**W**HEN we speak of oranges, we at once bring before our minds a vision of the beautiful State of Florida, the flowery peninsula, where flows the fountain of youth perpetual. How would you like to own a few acres of the orange country? You will not find a more pleasant place for a home in all the world than among the orange trees with their fragrant blossoms and their golden fruit. The Key West Real Estate Company will mail you a portfolio containing actual photographs of the orange territory showing the groves at all seasons of the year. In this portfolio are also views of the Everglades, Cypress Springs, and some interesting historical sites in quaint old St. Augustine. Fill out the enclosed blank and mail to us, and receive this collection of views from Florida. This land lies close to the great Indian River district and is known to be free from destructive early frosts. Jacksonville lies but a few miles away and is reached by one of the best roadways in the State. Florida has an annual production of five thousand boxes



72 Point

3 A \$6 85 4 a \$4 55 \$11 40

*SEIZE MINE*  
*Deduct Riches*

60 Point

3 A \$5 55 5 a \$4 10 \$9 65

*BUSHINGTON*  
*Kerns Abolished*

48 Point

4 A \$4 25 6 a \$3 50 \$7 75

*BANKERS TRUST*  
*Monstrous Theatrical*

42 Point

5 A \$3 65 7 a \$2 90 \$6 55

*PICTORIAL REVIEW*  
*Circular Advertisements*  
*Runaway Maims Eleven*



Cheltenham Medium (Non-Kerning) Italic

36 Point

5 A \$2 80 8 a \$2 30 \$5 10

CLEAR PRINTING DONE  
Enormous Railroad Dividend  
Material Saving Contrivance

30 Point

6 A \$2 35 9 a \$1 90 \$4 25

SOUGHT MODERN DESIGNER  
Cheltenham Harmony Association  
Handsome Lithographic Inventions

24 Point

7 A \$1 85 12 a \$1 70 \$3 55

WONDERFUL PRODUCTION GIVEN  
Encouraging Department Superintendents  
Concedes Unimportant Historical Precedent

18 Point

10 A \$1 60 20 a \$1 65 \$3 25

INCREASING INTEREST  
Crowded Department Stores  
Gives Handsomeſt Souvenir

10 Point

19 A \$1 25 38 a \$1 25 \$2 50

ADMIRED HANDSOME ITALICS  
Recognized Leader in Type Fashions  
The Result of Scientific Study Noted  
Adequate Conception of Real Beauty  
Wisely Avoids Persistent Elaboration

14 Point

15 A \$1 50 28 a \$1 50 \$3 00

AMERICAN TYPE FOUNDERS  
Correſts Constitutional Amendment  
Superfluous Avoirdupois Unhealthy

8 Point

22 A \$1 10 43 a \$1 15 \$2 25

HAS INDIVIDUALITY AND ORIGINALITY  
Sought Deft Hands Guided by Studios Heads  
An Italic Suitable for Wide Range of Display  
Extremely Graceful, New Type Face Presented  
Cherished Inmates of Oldest Library Interesting

12 Point

18 A \$1 40 35 a \$1 40 \$2 80

PUBLICS ENTHUSIASM INCREASES  
Recognized Peoples Exceptional Qualities  
Americans Entertain German Yachtsmen  
Rush Orders \$1234567890 Very Eſthetic

6 Point

24 A \$0 95 48 a \$1 05 \$2 00

DISCRIMINATING PRINTER MERITED HONORS  
Appreciative Craftsmen Will Admire this Beautiful Face  
Most Readable and Impressive Italic Series Ever Shown  
Note Liberal Gradation of Sizes and General Excellence  
Renowned Achievements Reflecting Progressive Workers  
Its Decided Superiority a Direct Result of Scientific Study  
Type of Great Merit \$1234567890 Noteworthy Feature



## Barton Dime Savings Institution

Four Per Cent  
Interest Paid on  
Deposits

Capital and Surplus  
\$48,500

Safe Deposit  
Boxes Rented by the  
Month or Year

Versatile Border

### HERMIT INLET

Out in the Pure, Pine  
Laden Air the Day Long

This Out-of-Door Resort is the  
most attractive of all the Fall  
and Winter rendezvouses; the  
absence of severe weather, con-  
tinual sunshine, invigorating,  
dry climate, pure water, every  
convenience for visitors, etc.

Holiday Decorator

## Mendson Club

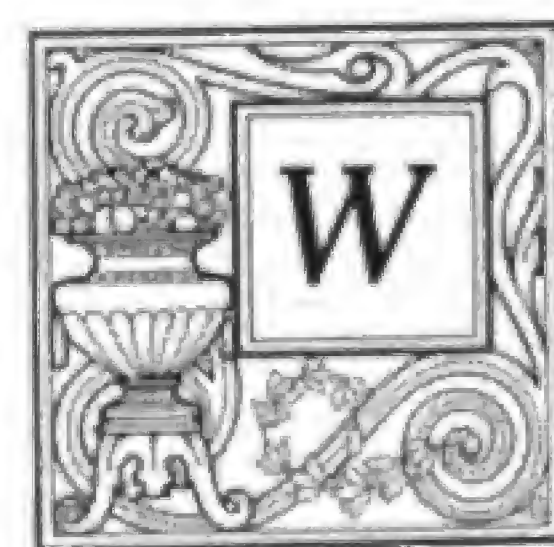
### NOTICE

This advance notice is sent  
to remind you of the date  
set for our Twelfth Annual  
Excursion to Boundingville  
Beach. The regular games  
are under direction of our  
organizer, Mr. Knowles, to  
whom all communications  
pertaining to tickets, games  
and dining service, should  
be addressed. According to  
resolution passed at our last  
meeting, the member who  
sells the greatest number of  
tickets will be honored by  
the club in the presenta-  
tion of a twenty-dollar gold  
piece. Don't forget the date

Rain or Shine

August Twenty-Ninth

## What is a Specimen?



WE are often asked by  
new correspondents  
to send them a book  
of specimens of our  
work. In all of these  
cases we reply that we have no  
specimen book of our own work.  
There is a marked difference in  
the quality of the work you will  
find in the books of specimens,  
such as many printing houses  
issue, and the quality of their  
everyday product which they  
deliver to their patrons. Write  
for samples of catalogues and  
booklets, and other commercial  
work we have made in your line;  
what we have done for others  
we can do for you, and perhaps  
even better. Give us a trial order

### Hemingstone Print Shop

Highest Quality Catalogues and Fine Job Work  
Doan Street, Kensington, Maine

Panel Border Renaissance Initial



Variety Means Profit and  
New Faces Cost No More  
Than The Older Designs

Variety is a strongly-marked factor in the commercial activity of this age. Modern merchants and manufacturers in all lines have found it profitable to cater to the public demand for frequent innovations. Many years ago the styles in feminine garments did not change once a year. A dress was in style until it was worn out. Now such styles change at least once in every three months. Even the apparently conventional clothing of men varies constantly. This Fall the coat lapels are cut short; last Spring they were cut very long. Naturally there is an added profit for the tailors and the dressmakers under these modern conditions. *They* will assert that variety pays. Every progressive printer will take advantage of this modern taste for variety, for more variety is possible in printing today than ever before. *The American Type Founders Company* is constantly designing and producing new and attractive type faces. These newer faces cost no more than the old designs and they will infuse into the work of the printer who buys them the variety that attracts the purchaser of printed matter



# GRAND NAVAL AND MILITARY CELEBRATION

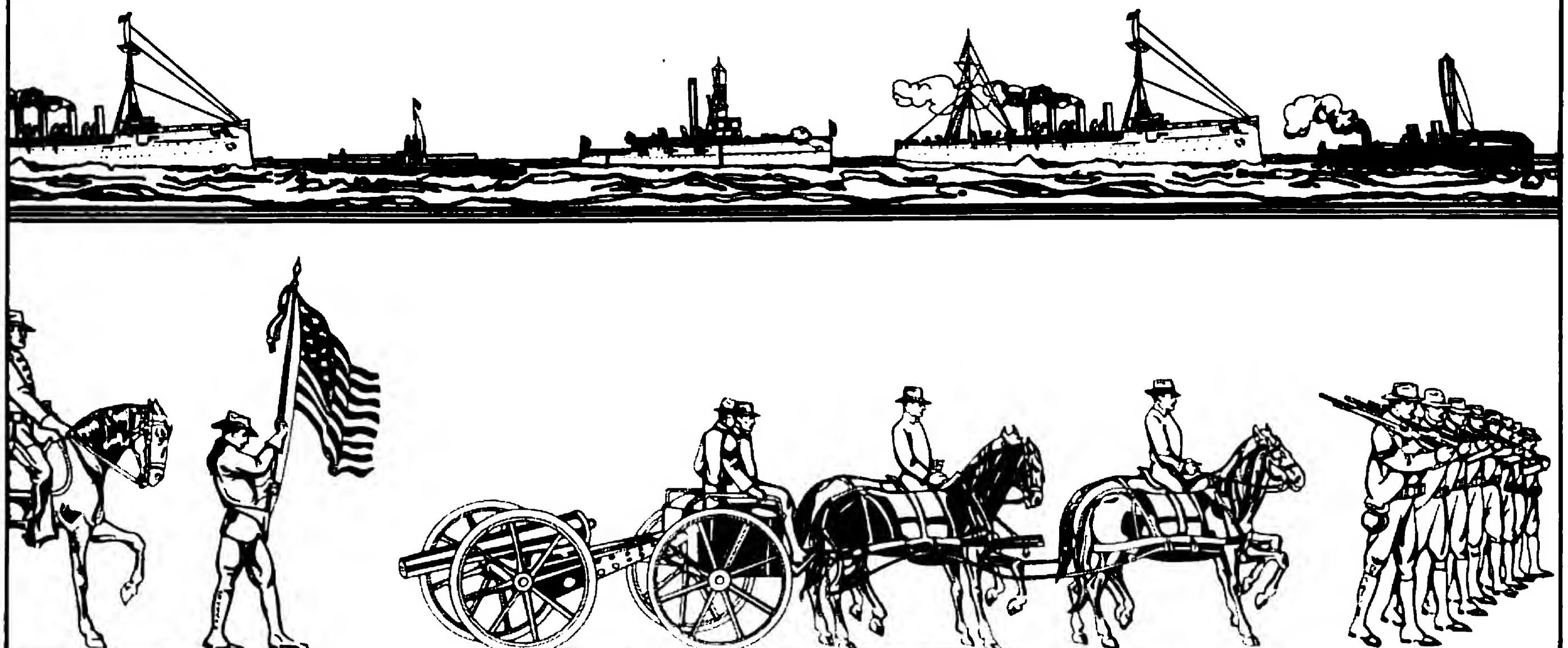


*Begins March 29th  
and Closes April 1st*

*Souvenir  
Program*

THE PROGRESSIVE LEAGUE

*City of Boston, Massachusetts*



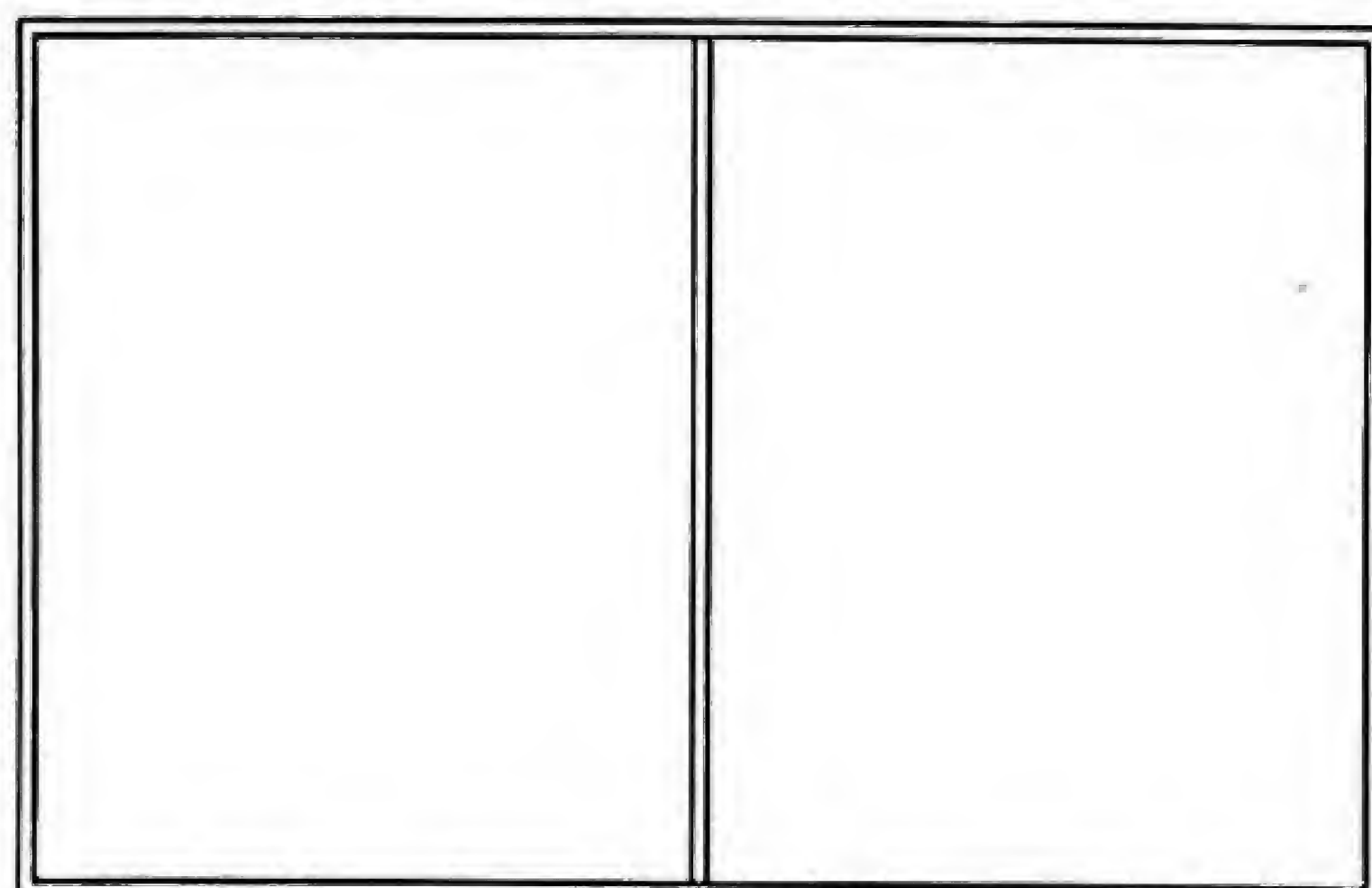


## OBTAINING THE TITLES

*Closing the titles to real estate is often a very tedious matter and, unless it is conducted by experts, complications are apt to follow, and it is possible for you to incur great financial loss thereby. Let us show you our modern methods and facilities for closing real estate titles, etc.*

### TRUST COMPANY

*Offices, Second Floor Trust Building*



Century Border Strathmore Ornament

## Wedding Gifts

### FORD GOLDWARE

THE name of The Ford Company is so inseparably connected with Silverware that it may not be usually appreciated that the company also produces an extensive line of 14 and 18 carat Goldware which is truly renowned for its exquisite taste, for its great beauty and refinement and real artistic value. Almost any article in silver is usually made in gold. The splendid assortment of fine Tableware is most comprehensive, while within possible choice are Coffee Sets, Bowls and Cups, Loving Cups, Tea Caddies, Porringers, Picture Frames, Reading Glasses, Toilet Articles, Match Boxes, Mesh Bags and Articles for Ornament.

### REAMER G. FORD COMPANY

*Silversmiths and Goldsmiths*

Sixth Avenue at Tenth Street

New York City, N. Y.

## Evening Dress Garments for Men



WITH your working and everyday garments of course you are careless or indifferent, but just their functional duties demand that you adhere to established forms regarding the Evening Garments, even unto the smallest detail. Such are the Evening Dress Garments made by us. They are as perfect as hands can make them.

## HARLEM GARMENT WORKS

*1847 Montgomerys Avenue, Borough of Manhattan, New York*



Clearface

72 Point

3 A \$7 00 4 a \$4 15 \$11 15

NICE HERD  
Mocking Bird  
Royal Singers

60 Point

3 A \$5 45 5 a \$3 80 \$9 25

MINERS RING  
Sublime Episode  
Chairs Damaged

48 Point

4 A \$4 15 7 a \$3 55 \$7 70

GRAND KNIGHTS  
Enchanting Mansion  
Literary Department



42 Point

5 A \$3 60 8 a \$2 95 \$6 55

BRIGHT REMINDER  
Enterprising Merchants  
Statesmen Contributing

36 Point

5 A \$2 85 8 a \$2 40 \$5 25

CHARMING DREAMERS  
Exquisite Souvenirs Bought  
Remarkable Ornamentation

30 Point

6 A \$2 25 10 a \$2 05 \$4 30

PRINTING CLEVER DESIGNS  
Have Interested Customer Remain  
Distinctive Arrangement Obtained  
Secures Numerous Useful Benefits

24 Point,

7A \$1 85 12 a \$1 65 \$3 50

MERITORIOUS REPORT GRANTED  
Extraordinary Measures Receive Censure  
Delighted Senators Securing Recognition  
Harmonious Organizations Congratulated



Clearface

18 Point 10 A \$1 60 20 a \$1 65 \$3 25

**BRIGHT TYPE DESIGNS FOR THE PRINTER  
PRODUCED ARTISTIC ADVERTISING PAGES**  
American line type is noted for original and effective characteristics by the leading printers and advertisers of this country and abroad. Every printer who knows the value of artistic advertising typography will surely appreciate the splendid type faces recently brought out

14 Point 14 A \$1 45 28 a \$1 55 \$3 00

**SOME PLEASING DESIGNS IN  
BORDERS AND ORNAMENTS**  
In addition to the large and varied assortment of type designs made by this Company the printer can also be supplied with the most artistic line of modern decorative material

8 Point 24 A \$1 10 47 a \$1 15 \$2 25

**VITALIZE YOUR BUSINESS BY KEEPING  
YOUR TYPE STYLES ALIVE AND ACTIVE**  
New and original type faces stimulate orders for the printer. When the printer puts in a new face he knows he has something good to offer his customers, and this thought puts snap and ginger into his own thoughts and actions. In short, he gets a hustle on him, and business comes easier and more profitable. Type is the life-blood of the printing office, and the wise printer of today does not allow his type styles

12 Point 17 A \$1 35 35 a \$1 40 \$2 75

**POPULAR AMERICAN LINE TYPES  
ARE PROFITABLE AND PLEASING**  
The most important factor in building up a successful printing business is the type. It is the lever which stimulates or retards the growth of an establishment. In many plants the types are put on the same par as the collective art knowledge, experience and brains of the organization \$1234567890

6 Point 25 A \$0 95 50 a \$1 05 \$2 00

**STRIKING EFFECTS SECURED WITH MODERN  
TYPE DESIGNS AND DECORATIVE MATERIAL**  
In most cases type should be purchased in families, in complete series and in large fonts. A great variety of unrelated types in small fonts is expensive to buy and expensive to use. Printers will get better and quicker results with large fonts of a few well-selected series of related styles than with a miscellaneous assortment of faces never intended to be used together, and with which good results are obtainable only by exercising a great amount of time-absorbing care. Simplify your type selection. Fewer faces and bigger fonts is the economic policy. Old material should be discarded without qualms whether it be cases, racks, type or what not, since it costs more to keep such material than to discard it \$1234567890

10 Point 19 A \$1 20 38 a \$1 30 \$2 50

**OBSERVING PRINTERS CONTINUE THE  
DEMAND FOR DISTINCTIVE FASHIONS**  
The type founder who produces a distinct and pleasing type face not only stimulates the type business but vastly stimulates the demand for printing. Such an addition to a printing plant is equal, at least, to the accession to the staff of a successful designer, and each new type face gives impetus to the printing business just as each brainy addition to the printer's staff does

5 Point 24 A \$0 95 48 a \$1 05 \$2 00

**THE TYPES THAT MAKE PRINTING POPULAR, BEING A  
SIMPLE STATEMENT OF FACTS KNOWN TO PRINTERS**  
The great type designs originated by this Company have captured the advertising genius of the country. The many new type faces recently brought out in related families have an immense potency in advertising. It has become worth while, necessary, in fact, for the advertisers to study type-design, and that study has cultivated a demand for printing millions of dollars' worth more than could have been the case if the American Type Founders Company had not reformed typographic design. Its influence has been as great abroad as well as in our own country, and now America, through its greatest type foundry, is acknowledged leader of type-fashions. The typefounder who perfects a successful type-face not only aids his own business, but helps the business of printers who use that face. If we examine the pages of our great magazines or the fine catalogues of the present period, we will observe them all using the type families mentioned above. The printer is wise that uses them



## Clearface in Practical Display

# The Swift



The velocity of this machine surpasses that of all other cars

THE SPEED CONTEST AT ROCHE  
HOW THE SWIFT EASILY WON TH

Versatile Ornament

## THANK YOU

We appreciate this order, which  
it is hoped has been filled to  
your liking and will lead  
to future business  
relationship  
between  
us

HIGH-GRADE  
ADVERTISING  
TYPOGRAPHY

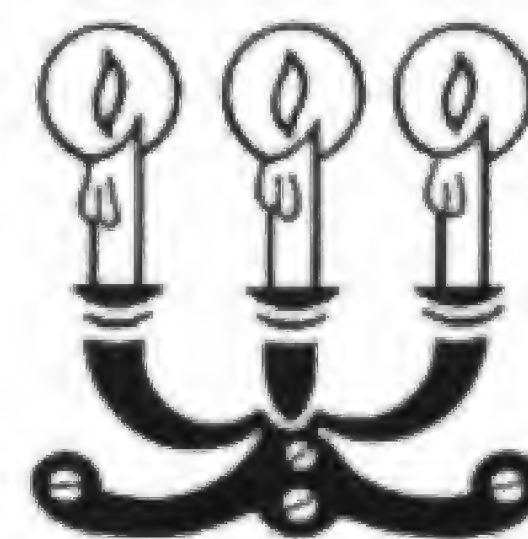
MINORT PRESS  
Caxton Building, Boston



HE purchase of appropriate ornaments is another great factor in the best printing offices. To have an assortment constantly on hand and plenty for every emergency is really an economic proposition. It goes without saying that a graceful and properly selected ornament applied to a job of printing will

HART SHINE IS THE BEST SILVER CLEANER

## Royal Silver of Louis XIV



JAMES B. HART COMPANY  
SILVERSMITHS

Louis Fourteenth surrounded himself with masters of every art and craft. He stimulated them to do their best by very lavish payments of money. Under such a royal master these men made his reign famous for its splendor. It was an age of magnificence. Today we show that seventeenth century magnificence interpreted in sterling silverware in the style of Louis XIV. The effect is exceedingly impressive with a massiveness and grandeur seldom seen. In an examination of our silverware there will be found designs adapted to different periods

Department Store Initial Versatile Ornament Cast Squares

## GLEN OUTING CLUB



The original conception of the Glen Outing Club was nature's own. Its organization was due to the happy combination of natural advantages grouped about this region, where mountainous heights, and pleasant valleys, rocky crags and rippling water-courses, and the peace and ozone invite lovers of nature

COLONEL MARTIN LAMBERQUINS, KEEPER

Versatile Ornament



## Clearface in Practical Display

INTERESTING HINTS IN REGARD TO THE ROLL-FRONT

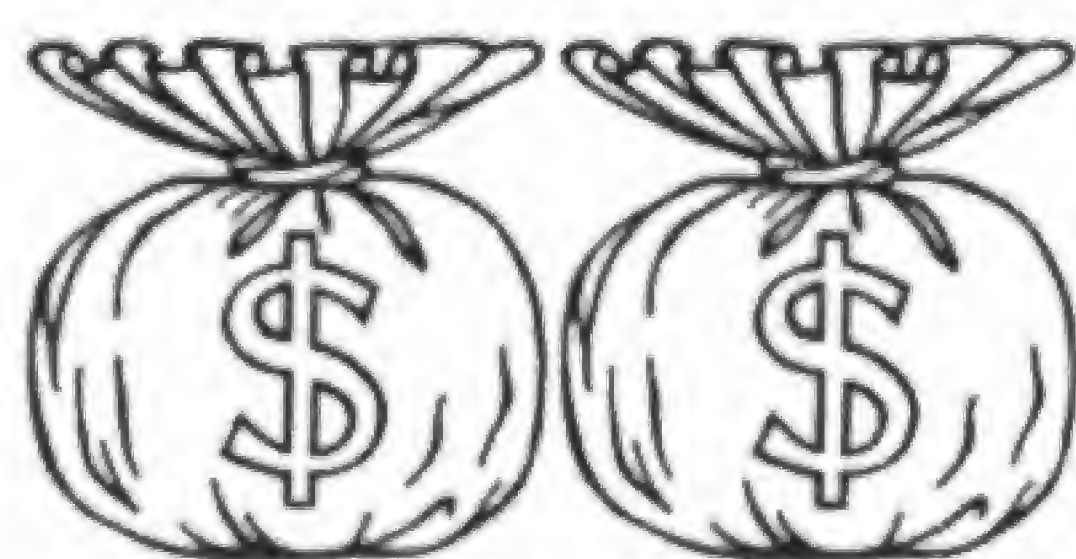
# Case Rack

**M**ANY printers have often desired to abandon the regular case racks and substitute a cabinet, thus increasing the life of the type by having it free from dust. The new Roll-Front Case Racks solve the problem as they are equal to cabinets in every way. They are made of ash, finished in bright antique oak.

The Roll-Front Case Racks are fitted with steel runs and are thoroughly manufactured in every way. Have a fine brass desk lock in center and a single key secures the entire tier of cases. For further information write to nearest House of the American Type Founders Co., Selling Agent

Century Border Strathmore Ornaments

Time wasted in hunting sorts is bound to prove a profit lost, and this can all be avoided by purchasing your Job Type in Weight Fonts at our Body Type prices and liberal discounts, thus assuring full job cases at a small cost



**American**  
Type Founders Co.

# Clearface

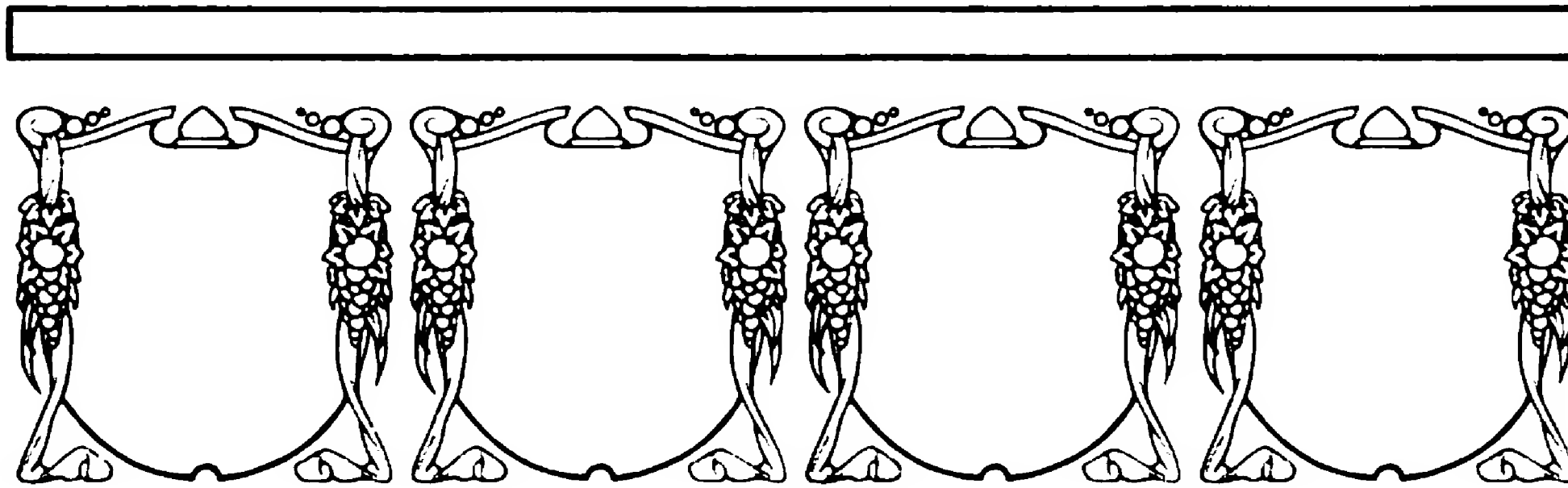
A new and very beautiful book and job letter with splendid characteristics, making it very adaptable wherever a strong distinctive face is necessary. Unsurpassed for all-round work

FOURTEEN EVENLY GRADUATED SIZES, RANGING FROM FIVE POINT TO SEVENTY-TWO POINT, FORMING A USEFUL SERIES

Versatile Ornament Cast Squares



## Clearface in Practical Display



### THE COLONIZING OF PLYMOUTH ROCK



MOST noteworthy of all was the colony planted at Plymouth, Massachusetts, on December 20. This was established by Englishmen belonging to the Congregational Church. They had been persecuted in England because of their dissent from the established church, and first sought a place of refuge in Holland. Shortly after they came to America to organize a colony where they might have freedom to worship God according to the dictation of their own conscience. They sailed from Plymouth, in England, on September 16, 1620, in the ship Mayflower, and reached the American coast on December 20; and for many months they had great hardships to endure, and many of them died. The survivors persevered and made a permanent settlement which finally became the most important of all the English colonies in America. At first they got along in friendly fashion with the Indians, especially with the great Samoset and Massasoit. But the son of the latter, King Philip, was their deadly foe. A bitter war was waged with him which ended with his death and the dispersion of his tribe. Colonies were planted by the Swedes in Delaware, but these, together with the Dutch colonies, presently went into the hands of the English as spoils of war, and all the North Atlantic Coast as far south as Florida, which Spain held, became English territory. As already stated, Virginia was settled at Jamestown in 1607, and it may be added that negro slavery was introduced into the North American colonies there in 1620. New York was settled by the Dutch at New York—then called New Amsterdam—and Albany, in 1614. It was taken by the English who changed its name to the present form in 1664. Massachusetts was settled at Plymouth in 1620 by English Puritans. New Hampshire was settled by the English in 1628. New Jersey was settled by the



*Clearface Italic*

72 Point

3 A \$6 60 4 a \$4 25 \$10 85

*TRENCHES*  
*Clearest Italic*

60 Point

3 A \$5 90 4 a \$3 75 \$9 65

*FINE DRINKS*  
*Requires Printer*

48 Point

4 A \$3 90 7 a \$3 65 \$7 55

*SENDING MINER*  
*Drawing Handsome*

42 Point

4 A \$3 15 7 a \$3 10 \$6 25

*MODEST NUMBERS*  
*Copied Novel Designer*  
*Note Renowned Series*



Clearface Italic

36 Point

5 A \$2 80 8 a \$2 40 \$5 20

KINGS HUNTED BIRDS  
Introduce Graceful Dancing

30 Point

6 A \$2 15 10 a \$2 10 \$4 25

HINDER ARTISTIC PRINTER  
Ignorance of Newest Type Design

24 Point

7 A \$1 75 12 a \$1 75 \$3 50

SECURE DELIGHTFUL THOUGHTS  
Thinking Printers Everywhere Interested  
Beautiful Clearface Italics Always Please

18 Point

10 A \$1 60 19 a \$1 65 \$3 25

STRONGEST RETURN PROMISED TONIGHT  
Secure Reliable Type Faces and Observe the Result  
Beautiful Clearface Italic for the Modern Print Shop

14 Point

15 A \$1 45 29 a \$1 55 \$3 00

USED PROFITABLE SCIENCE  
Publish Interesting Stories Today  
Artistic Specimens Repay Printers  
Clearface Italic Pays Handsomely

8 Point

22 A \$1 10 43 a \$1 15 \$2 25

USING STYLISH PRINTING MATERIAL  
Our Instinct Points Toward Clearface Italic  
Printers Conditions Improved Beyond Doubt  
Founded Up-to-Date Printing Establishments  
Best Specimens Produced with Utmost Care  
Every Reliable Service Performed is Repaid  
Purchasers of Printing are Greatly Pleased

12 Point

17 A \$1 35 34 a \$1 40 \$2 75

SHOWING COMPLETED RETURNS  
Many Studious Printers Qualify Rapidly  
Clearface Italic Will Satisfy the Customer  
Produce Brilliant Feature \$1234567890

6 Point

24 A \$0 95 48 a \$1 05 \$2 00

WONDERFUL DEMONSTRATIONS PRODUCED  
America's Great Manufacturers Advertise Heavy Gain  
Largest Corn Crop ever Produced in Western Kansas  
German Singing Societies Delighted Large Audiences  
Money Used Purchasing Clearface Italic is Well Spent  
Consider Well Before You Purchase other Type Faces  
Best Results in Printing Business Gain \$1234567890

5 and 10 point in preparation



# Bander Print Shop

CORNER HENDERSON  
AND NINTH STREETS  
MADISONIAN

*Designing :: Etching :: Embossing :: Printing*

## Hern & Rand

GREATEST FICTION DEALERS IN THE SOUTHERN STATES

### *The Heritage of the Wilderness*

*By William Taylor Bly* "An appealing love story, chaste as *Author of Mountaineer* the far water brooks," says a critic of this new novel, "on which the curtain is raised on a scene hitherto unexplored by American writers." The Tribune adds this comment: "It is a strong story, rich with life and mixed with color. You will like it much"

### *Pearl* *By the Renowned Hattie Courtwright*

A love story of real life, true and sympathetic as Miss Courtwright's early stories of New England life always were. A picture of every day human nature without gleam of pretense, varied by the various incidents and suspended interest of diversified romance, and full of humor. It is the kind of story to bring laughter and tears aplenty

### *Mark* *By Heusinger Doer A Popular Author*

The hero is also the heroine in this wonderful romance. The startling novelty of the plot and the charm of the love story have called forth a chorus of praise, swelling across the country and echoing beyond the ocean into the English press. Quite without exception they say that story is better than "Amber Grove," and still more interesting

### *The Court of His Royal Majesty*

*By Nathan Bauman* This brilliant historical novel, woven *The Great Historian* around that famous, most notorious Borgine family, and completing Mr. Bauman's Italian trilogy, in which "Casdel de Nuvio" and "The Crone of Rome" have already been published, is unequalled by modern writers of fiction. Illustrations by Norman

HENDER AND KEMINTON STREETS, MOBILE



WINTER NEWSPAPER SYNDICATE



Remarks made  
By a General  
Advertising  
Solicitor

This Syndicate  
Bought The  
Ottumwa  
Review

Buys Another  
Newspaper to  
Keep things  
Humming

HY it happened I cannot explain, but wherever I found a daily newspaper published by the well-known Winter Syndicate there was something that made me recognize it as being a newspaper of higher grade than any one that was published in the same town. This was an off-hand remark made by an experienced advertising man who had been making a visit to the cities in Iowa, and it suggested the popular interest which might be felt in that story of the Winter Syndicate and the quality which entitles it to claim "if it is a Winter Syndicate paper it is the best paper." The beginning of this well-known Winter Syndicate started some time ago when Mr. W. Winter purchased *The Review* at Ottumwa, Iowa. *The Review* at that time was a daily, and had a circulation of five hundred copies. By strenuous work and in the face of capable and active competition, Mr. Winter brought it up to a larger circulation of thirteen thousand daily and weekly. Mr. A. Winter then went to Lafayette, Iowa, at that time, and purchased *The Sun*, and *The Observer*, of Mineola, Iowa, a few years later, a newspaper owned and edited by his brother-in-law, and on which Mr. A. Winter received his training. Early in the present year two other properties were added to



*Century Oldstyle Italic*

72 Point

3 A \$7 15 4 a \$4 60 \$11 75

*HERMETIC*  
*Design Neatly*

60 Point

3 A \$6 15 4 a \$4 00 \$10 15

*RICHER MINE*  
*Modern Denizen*

48 Point

4 A \$3 75 8 a \$3 85 \$7 60

*ROUND NUMBER*  
*Bureau of Industries*

42 Point

5 A \$2 90 8 a \$3 35 \$6 25

*RICHFIELD MINERS*  
*Brother Declared Insane*  
*Housewives Complained*



36 Point

5 A \$2 70 8 a \$2 30 \$5 00

RESOLUTE COMRADES  
Leading Concern Supervises  
Introduced Prosperous Sales

30 Point

6 A \$2 40 10 a \$2 15 \$4 55

COMBINES STRONG MERITS  
Return of the Scientific Expedition  
Considering Negotiations Separate

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

UNDERGROUND TRANSFER SOLID  
Modern Ventilating Appliance Employed

18 Point

9 A \$1 60 20 a \$1 70 \$3 30

UNITED RICHES GIVEN  
Cause Many Aching Hearts  
Reveals Unpleasant Tidings

10 Point

18 A \$1 25 35 a \$1 25 \$2 50

MITIGATING CIRCUMSTANCE  
Chiromantic Development Explained  
Nominal Damages Awarded Clients  
Heirs Claimed Estates in Fee Simple

14 Point

14 A \$1 40 29 a \$1 60 \$3 00

HOARDING NUMEROUS COIN  
Praises Ludicrous Burlesque Fiasco  
Grotesque Characters Manipulated

9 Point

20 A \$1 25 41 a \$1 25 \$2 50

NUMEROUS SCHEMES OUTLINED  
Sensational Reports Concerning Explorer  
The Government Issues Emphatic Orders  
Ingenious Navigators Experience Trouble

12 Point

17 A \$1 40 32 a \$1 35 \$2 75

FIVE ROUND MILLIONS INVESTED  
Land of Golden Sunset Gives Opportunity  
Metropolitan \$1234567890 Expenditures

8 Point

20 A \$1 10 42 a \$1 15 \$2 25

DISCONTINUED EVIL PERFORMANCES  
Biennial Celebrations Are Financially Successful  
Contemporaneous Technologists Thunderstruck  
Several Printers Lucidly Explain Disappearance

11 Point

17 A \$1 25 35 a \$1 50 \$2 75

STRINGENT MEASURE CONSIDERED  
Congested District Impedes Railroad Progress  
Bright Individuals Demand New Legislation

6 Point

23 A \$0 95 45 a \$1 05 \$2 00

RECOMMENDED MAGNIFICENT INDUCEMENT  
Honorable Gentlemen Promulgate Professional Doctrine  
Numismatical Collectors Confiscate Lincoln Pennypiece  
Spasmodic Indigestion Causes Resolutions and Kicking  
Medical Attendance Amounting to Over \$1234567890



*Have Us Make You  
a Dummy of the Job*

MAIL TO US THE FOLLOWING  
INFORMATION FOR A DUMMY

*Approximate Size of Catalogue*

*Quantity Wanted*

*Paper Stock (inside)*

*Cover Stock*

*Kind of Cuts you will use*

*Printed in what Colors*

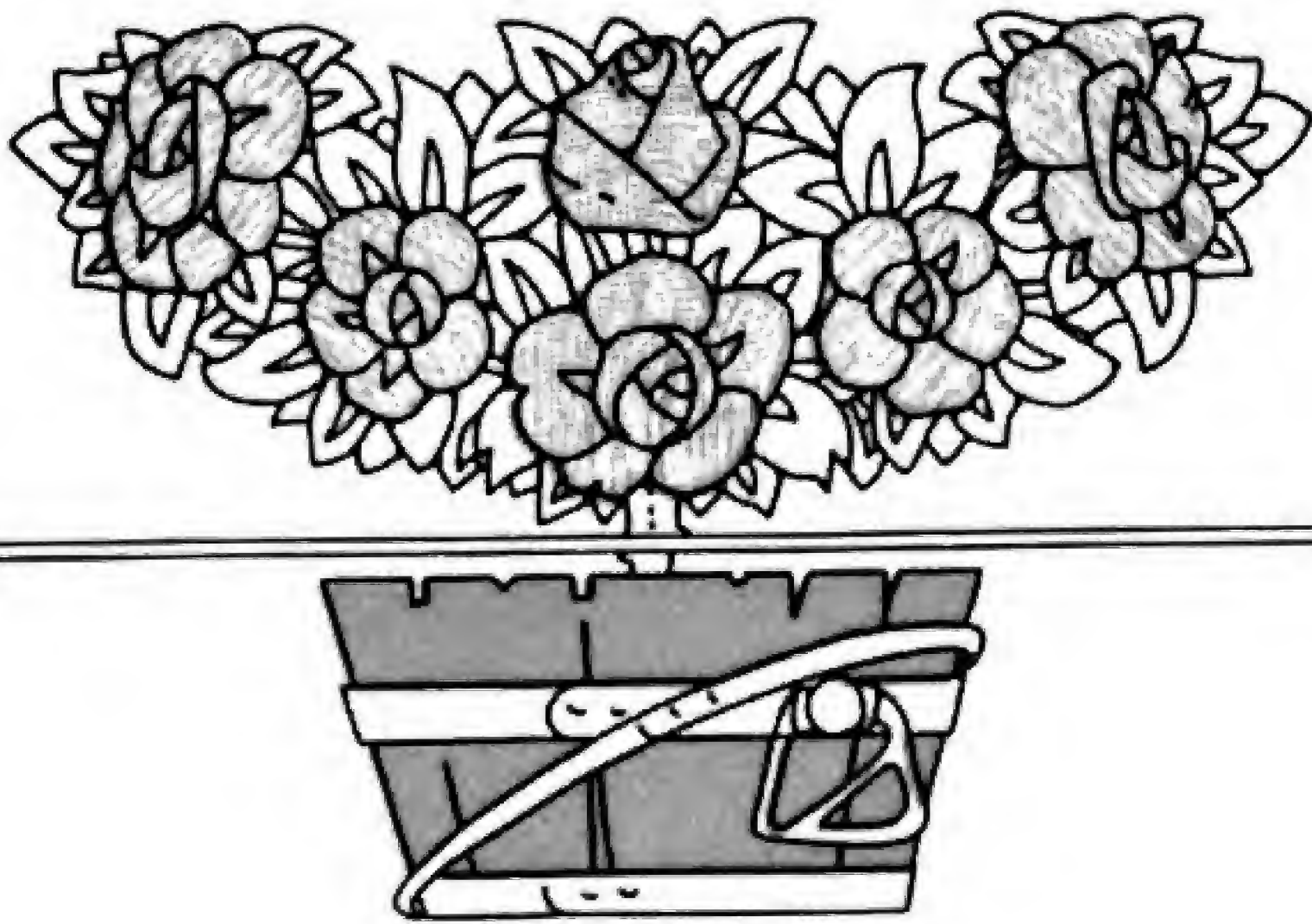
*Any Type preference*

It is important in issuing your advertisements that you know how they are going to appear when finished. The cost can be lowered to a minimum since you have an idea of the work before it is done. If you will give us the information asked for on attached postal card, we will make you up several dummies, *without any cost to you*, from different grades of our papers, and afford your printer more advantage of the color combinations that we have found can be used on different shades with best results. We have gone to considerable expense experimenting on these color combinations, with the view of being an assistance to you in your work of advertising and *will appreciate an early reply* with the accompanying blank sheet filled out. We believe we can be of great help to the advertiser, and that he will be sure to find these samples very valuable

KENDSORM PAPER HOUSE  
CORNER UNION STREET AND WASHINGTON AVENUE

*About Our Plants*

*The plants that give us the most blossoms are those kept young and healthy by people who own them. A printing plant is no exception to this bit of wisdom. The blossoms of dividends are reaped only by the printer who is careful to keep his composing room supplied with plenty of type of modern design, and other useful material for printing*

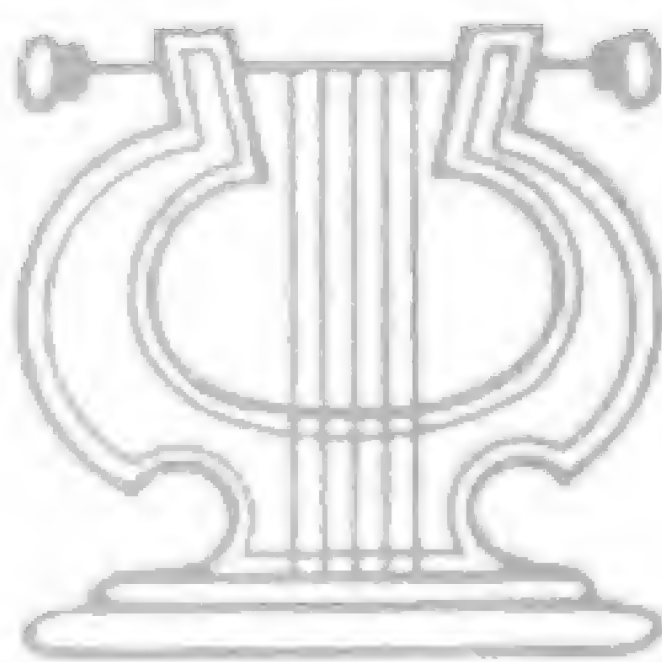


Strathmore Ornament No. 211 Color No. 212

Sectional Initial Former Della Robbia Border

THE GREAT  
HARPIST

THE DISCUSSION  
OF NOTED MUSIC

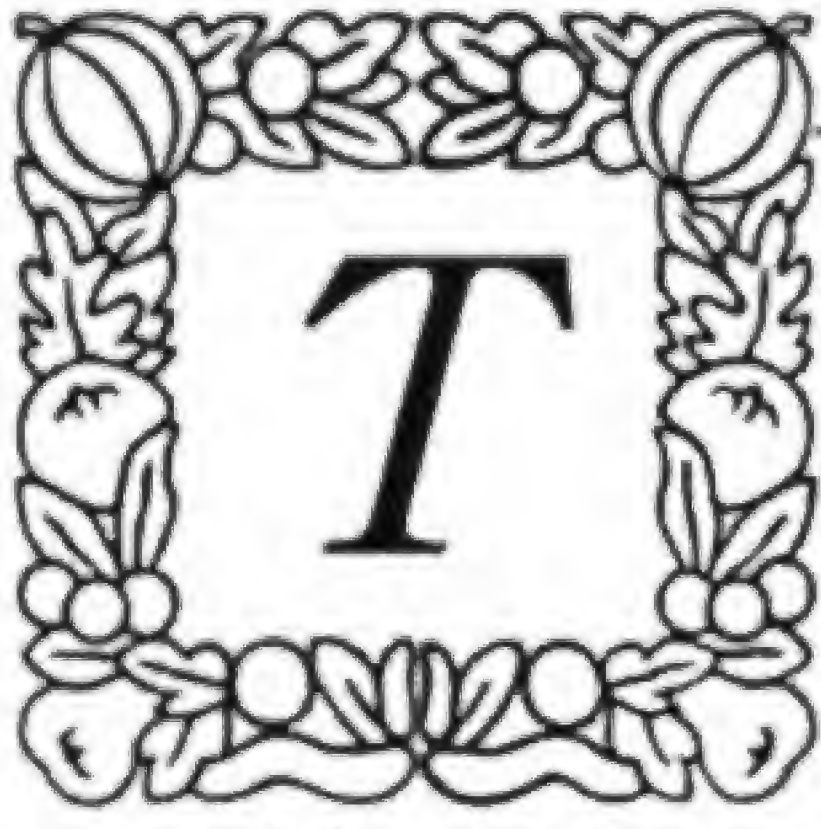


THE JOYCRAFTERS BOOK  
VOLUME FOUR HUNDRED

Versatile Ornament



## *THOUGHTS ON PRINTING*

 *HE success or failure of all printing is steadily becoming more dependent upon design as used in a broad sense. Design includes the preliminary outline or main purpose and all of the elements by which printing is made efficient. It therefore contains the insight into general business conditions and specifically into the business which is to be directly served. Design is arrangement. It is the reasonable and practical adjustment of all the mechanical and esthetic qualities to produce the very best results in competition with all of the rest of the world's products. It is one man or one establishment against all of the rest. Design in printing is the element which combines imagination, taste, and skill to produce a desired and definite result. The printing industry may be termed the barometer of commercial prosperity. It differs from all other industries in that it deals with every calling and is closely identified with the prosperity of each. A manufacturer of shoes has but an academic interest in the piano industry, but both the shoemaker and the piano man are vitally interested in the printing art*



Century Oldstyle Bold

72 Point

3 A \$7 95 4 a \$5 00 \$12 95

KIND MEN  
High Banks

60 Point

3 A \$6 20 4 a \$3 95 \$10 15

MINE BENDS  
Reports Given

48 Point

4 A \$4 25 6 a \$3 60 \$7 85

RIGHT NUMBER  
Stronger Material

42 Point

4 A \$3 45 7 a \$3 20 \$6 65

HONOR MEMBERS  
Discontented Prince  
Statuary Grotesques



Century Oldstyle Bold

36 Point

4 A \$2 70 7 a \$2 50 \$5 20

HUNTS KINGFISHERS  
Determine Householder  
Curious Detective Story

30 Point

5 A \$2 25 9 a \$2 15 \$4 40

REMARKABLE MANSIONS  
Asked Matrimonial Question  
Enterprising Students Retire

24 Point

6 A \$1 75 12 a \$1 85 \$3 60

DISFRANCHISING COUNCILMEN  
Educational Departments Suffering  
Strong Administrations Established

18 Point

9 A \$1 55 18 a \$1 70 \$3 25

PRINTERS INTEREST  
With This Newest Face  
Patrons Assist Printers

10 Point

16 A \$1 20 32 a \$1 30 \$2 50

INCREASE YOUR JOB TYPE  
Most thinking printers concede  
it to be far better policy to have  
a few series with full cases than  
many that have letters missing

14 Point

12 A \$1 40 24 a \$1 60 \$3 00

CENTURY OLDSTYLE BOLD  
Tried and Proved Their Best  
Required Mighty Compositors

8 Point

19 A \$1 05 38 a \$1 20 \$2 25

NOTED FOR GENERAL LEGIBILITY  
Used in any form of advertising display  
the neat and distinctive features of the  
Century Oldstyle Bold attract attention  
of the exacting buyer whenever shown

12 Point

14 A \$1 25 29 a \$1 50 \$2 75

TYPOGRAPHICAL STANDPOINT  
Intelligent printers everywhere are  
now purchasing the most used sizes  
in this series of type \$1234567890

6 Point

21 A \$0 95 42 a \$1 05 \$2 00

DEMANDS OF PATRONS ENSURE SUCCESS  
If type is but the raw material from which good  
bad or indifferent advertising is produced, then  
it certainly is up to the printers to get the best  
material. You can always secure a uniformity  
of standard in the productions of the American  
Type Founders Company, and \$1234567890



Century Oldstyle Bold in Practical Display

# Perfumes

IMPART A DELICATE AND PLEASING FRAGRANCE THAT REMINDS ONE OF SUNSHINE AND ROSES. THE FASHION LEADERS OF PARIS PREFER IT

**T**HIS choice selection of perfumes is the product of Ferries & Larue one of the oldest and most celebrated firms of chemists and makers of toilet articles in Paris. The signatures of the firm on its packages of perfumes stand for perfection in all the word implies

**E**ACH package of these powdered perfumes is put up in dainty air-tight boxes and guaranteed to hold their fragrance until used. These extracts are made from a formula that is only understood by the makers, and consequently can't be duplicated. Have been used for years by the most exclusive families of Europe and stand today the most popular articles of their kind in the world

**S**OME people prefer the liquid perfume, and to satisfy the demand of this class of patrons a special line of delightful extracts has been prepared and put up in handsome cut-glass bottles, making a splendid ornament for the boudoir or a delightful present for any occasion.

Our special price list is now ready for mailing



## HARRIS & MORSE

IMPORTERS AND MANUFACTURERS OF SELECT TOILET ARTICLES

Bond and Oakford Streets CHICAGO, ILL.

Foreign Offices: 768 Rue Lafayette, Paris, and 195 Middlesex Street, London



Century Oldstyle Bold in Practical Display

# The New Wing Horton Mailer



The Most  
Accurate  
Machine  
of its kind  
on the  
Market

For many years the Horton Mailer has been characterized as the best. The many testimonials applauding its merits as evidence, together with continued and repeated orders, pretty conclusively proves it has maintained its reputation. All developments of weakness in the Horton have been carefully noted and remedied and new and valuable features added. Made in six sizes



#### SIZES AND PRICES:

No. 1 Mailer, 1 7-8 in., \$20.00	No. 4 Mailer, 3 in., \$35.00
No. 2 Mailer, 2 1-4 in., 25.00	No. 5 Mailer, 3 1-2 in., 40.00
No. 3 Mailer, 2 5-8 in., 30.00	No. 6 Mailer, 3 7-8 in., 45.00

Each size of the Wing-Horton Mailer will carry any list from 1 7-8 inches up to 3 7-8 inches.

For sale by the **American Type Founders Co.**

Cast Squares 20th Century Ornament

THE HEMPEL MONARCH

## Quoin

Has all the best features of the Improved Hempel Quoin with the extra advantage of a self-locking device. It is simple in formation and at the same time easy to operate, requiring little or no attention after the form is on the press. A neat circular, containing extra details, prices, etc. will be furnished to any one who feels interested

**AMERICAN  
TYPE FOUNDERS CO.**

Wayside Ornament

## ART IN PRINTING



The Kind Your Patrons  
Are Looking For

Secured With  
**American Line  
Type Faces**

Versatile Ornament



72 Point

3 A \$4 80 4 a \$3 45 \$8 25

BURNISHED IRON  
Surprised Animals  
Department Notes

60 Point

3 A \$3 80 5 a \$3 25 \$7 05

MODERN DESIGNERS  
Entertained President  
Mansions Remarkable

48 Point

5 A \$3 30 8 a \$3 20 \$6 50

PERFORMERS RETURNING  
Modest Reporter Promoted  
Distinguished Excursionists



Century Bold Condensed

42 Point

5 A \$2 65 8 a \$2 60 \$5 25

**BEAUTIFUL SOUVENIRS GIVEN**  
**Curious Scenes Nicely Described**  
**Enthusiastic Pedestrian Chosen**

36 Point

5 A \$1 95 10 a \$2 30 \$4 25

**HISTORICAL LECTURES RENDERED**  
**Inspiring Orations Delight Thousands**  
**Magnificently Gowned Females Speak**

30 Point

7 A \$1 80 14 a \$2 20 \$4 00

**HUMOROUS COMEDIANS PLEASE CHILDREN**  
**European Acrobats Displaying Great Energy**  
**Unprejudiced Managers Securing Experience**  
**Indignant Burlesque Maidens Demand Money**

24 Point

9 A \$1 60 18 a \$1 95 \$3 55

**ENTERPRISING ADVERTISEMENT WRITERS CONFER**  
**Numerous Schemes Outlined and Seriously Considered**  
**Discriminating Members Attending Elaborate Seances**  
**Some Extraordinary Characteristics Lately Developed**



Century Bold Condensed

18 Point 14 A \$1 45 28 a \$1 80 \$3 25

SOME BRIGHT AND ORIGINAL EFFECTS ARE PROCURED WITH THE POPULAR AMERICAN TYPE FACES IN CATALOGUE COMPOSITION Type being the most used article in the composing room should be provided in abundance. Double the quantity gives twice the service and printers should avail themselves of this fact. The study of type and its most effective use is of vital interest to every printer. When the many catalogues issued are considered this fact becomes evident

14 Point 19 A \$1 35 39 a \$1 65 \$3 00

IMPORTANT AND TIMELY SUGGESTIONS ON THE ART OF PLEASING ADVERTISERS AND OTHER INFORMATION OF GREAT IMPORTANCE TO THE PUBLISHING WORLD There is nothing so profitable in the newspaper business as the acquisition of the art of pleasing those who pay for advertising. Many publishers fail to please their patrons by neglecting to take a proper typographical interest in the composition of their advertisements. The employment of obsolete type faces is one of the greatest mistakes that the advertiser can make. The new and pleasing American type styles give advertising matter a freshness and attractive beauty not otherwise obtainable

12 Point 23 A \$1 20 47 a \$1 55 \$2 75 8 Point 31 A \$1 00 63 a \$1 25 \$2 25

INCREASE YOUR PROFITS BY HAVING PLENTY OF TYPE AND COMPOSING MATERIAL IN THE ROOM The day of counting letters in a case to see if a line or a job may be set from it has gone, and the day of sacrificing the quality or the appearance of a job by setting it in unsuitable types, because the composing room is short in quantity of the one suitable face, is also gone. No printer can afford to pick for sorts when the price of weight fonts is so low \$1234567890

A LITTLE FIGURING WILL CONVINCE THE SKEPTICAL PRINTER THAT MATERIAL IS CHEAPER THAN LABOR The advantages of an abundance of type are apparent upon reflection. There is no waiting for distribution; no picking for sorts with its attendant evils; no delay for sorts which have to be cast specially at extra expense and no setting of a job partly up only to find that there is not enough type to complete it. Full cases are the compositor's delight, enhancing the value of his services and improving the quality of his work. Labor costs more than type and material, and the printer who appreciates this fact will have little trouble in the race for success

10 Point 25 A \$1 15 50 a \$1 35 \$2 50 6 Point 30 A \$0 90 60 a \$1 10 \$2 00

THE COMMON SENSE POLICY OF PLEASING CUSTOMERS BY IMPARTING STYLE AND DIGNITY TO THEIR PRINTING Experience teaches us that the time to please an advertiser is after you have got his contract. Careful attention to type display and the introduction of some typographic novelty into an advertisement is the first step toward pleasing the man whose dollars are essential to your prosperity. Every new type face issued by the type founder should be studied in a careful and painstaking manner to see if it does not embody some actual merit that will please the advertiser

BUYING JOB TYPE IN WEIGHT FONTS MEANS A SAVING IN TIME AND CONSEQUENTLY INCREASED PROFITS FOR THE PRINTER Time wasted hunting for sorts means decreased profits, and this can easily be avoided by buying your job type in weight fonts at body type prices and discounts. A small investment in weight fonts will fill your cases to overflowing with any of the popular American styles. With full cases the printer is independent of the exceedingly annoying sort delays, and at a small investment. No capital tied up in the expensive and the delusive casting machines and none of the attendant trials and perplexities. Your choice of the leading and most popular type styles at a small outlay—thus keeping your office at all times strictly up to date, besides having the extreme satisfaction of knowing that when you are estimating on a job there will be sufficient type in case to complete it. In large or small offices this question is of great importance \$1234567890



FINAL WEEK OF THE MARCH

# Furniture Sales

The reductions we have named for this series, which begins on Monday at ten o'clock and will be continued every other day during the week, are the greatest we have offered during these popular sales

SOME HANDSOMELY UPHOLSTERED

## Parlor Chairs, \$2

THESE FORMERLY SOLD AT \$4.50

**PARLOR SUITS.** Five pieces; each suit consists of sofa, two large armchairs and two small armchairs; mahogany finished frames; tufted backs and plain seats, covered with green silk crushed plush; regular price \$56; sale price, **\$45.50**

A SPECIAL LINE OF HIGH-GRADE

## Carpets and Rugs

AT PRICES THAT DEFY COMPETITION

**DAVENPORT SOFA BEDS.** Frames made of solid, plain oak, golden color and gloss finish; splendidly upholstered and covered with a fine quality of green velour; regular price \$25; sale price, **\$13.95**

## BRANK & HARLEN FURNITURE CO.

TELEPHONE NUMBER 907 FURNITURE

4 Rosen Street, CHICAGO



Boston Breton Cast Squares Hello Cut

ESTABLISHED 1892

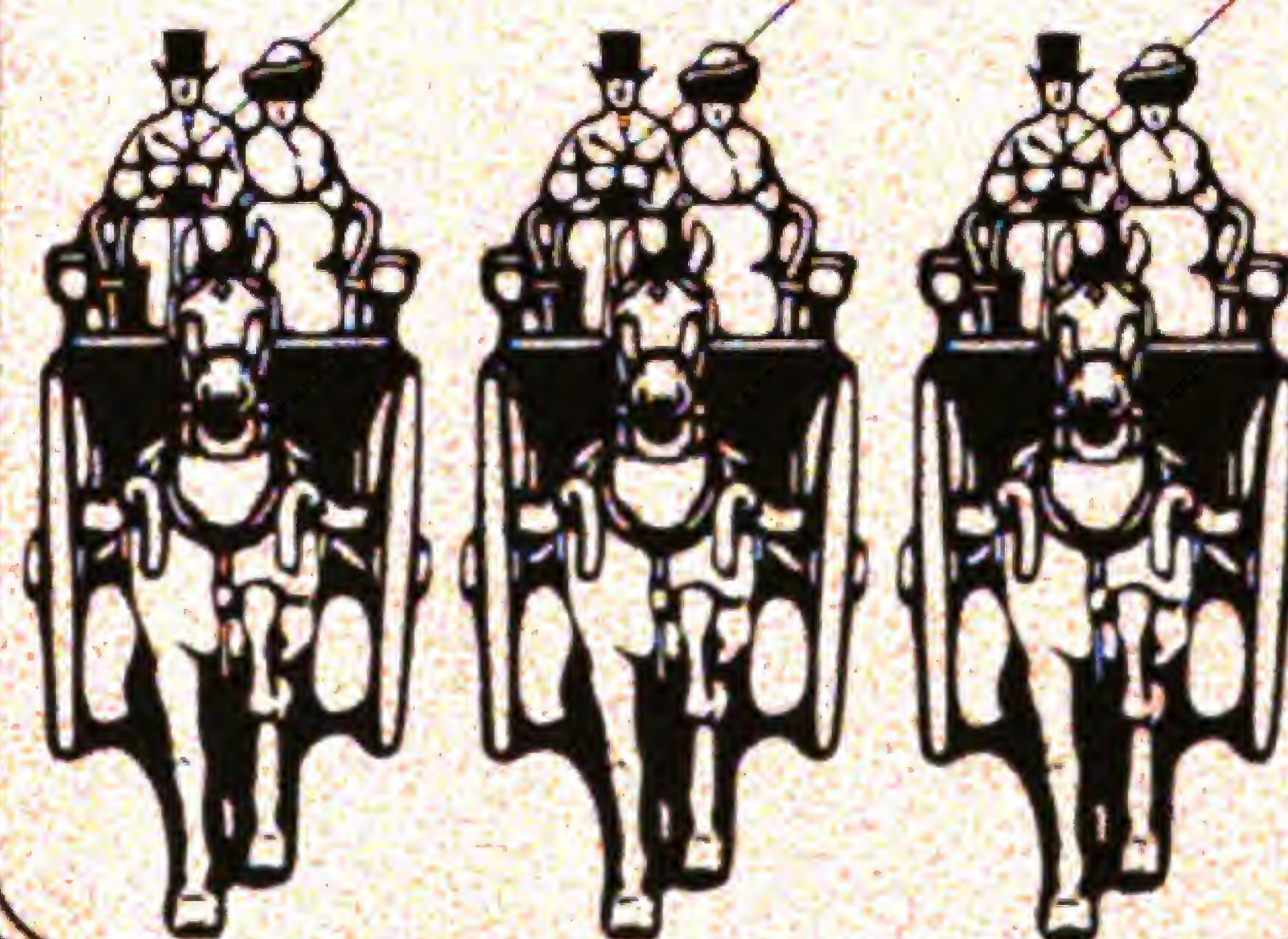
PHONE 216 BELL

# HARTMAN'S LIVERY STABLE

Vehicles of all kinds here at your disposal. Open day and night. Telephone calls given immediate attention

29 East Market Street

OPPOSITE GRAND OPERA HOUSE



Versatile Ornament

# Weight Fonts

This striking series, like all other popular American faces, is sold in weight fonts at Body Type prices and liberal discounts. As an advertising letter, and for general display purposes, it will immediately commend itself to the trade



Cast Squares 20th Century Ornament



Lightline

36 Point

6 A \$2 75 9 a \$2 25 \$5 00

MODERNIZED NUMBERING  
General Improvement Noticed

30 Point

6 A \$2 05 12 a \$2 25 \$4 30

EUROPEAN MERCHANT SOUGHT  
Northern Hunting Excursion Returns

24 Point

8 A \$1 75 14 a \$1 75 \$3 50

DISTINGUISHED PUBLISHER HONORED  
Noted Literary Exponent Receiving Mention

18 Point

11 A \$1 55 22 a \$1 75 \$3 30

ENTHUSIASTIC PRINTERS PROMOTING HARMONY  
Popular American Line Type Styles Strongly Advocated  
Successful Advertisers Are Demanding Quality Printing

14 Point

17 A \$1 50 32 a \$1 50 \$3 00

REMARKABLE DESIGNS BOUGHT  
Distinctive and Picturesque Conceits  
Bright Color Blending Acknowledged

6 Point No. 4

26 A \$0 95 52 a \$1 05 \$2 00

BOSTON WIRE STITCHERS INSURE SATISFACTION  
Especially Recommended for Its Labor-Saving Features  
Invaluable as a Profit-Maker for the Up-to-Date Bindery  
Self-Regulating and Easily Adjusted, It Excels all Others  
Leading Printers and Publishers Recognize Its Merits

12 Point

19 A \$1 30 39 a \$1 45 \$2 75

EXPERIENCED CUSTOMER DELIGHTED  
American Faces Charm the Most Exacting  
Desirable Results Insured \$1234567890

6 Point No. 3

31 A \$0 95 61 a \$1 05 \$2 00

HANDSOME LETTER FOR GENERAL COMMERCIAL PRINTING  
American Type Leads the World for Originality and Distinctiveness  
Beautiful and Effective Printing Continually Being Distributed  
Proper Material is the Real Secret of Profit Making in Production  
Keep Your Plant Modern and in Good Condition \$1234567890

10 Point

22 A \$1 20 43 a \$1 30 \$2 50

SECURE YOUR JOB TYPE IN WEIGHT FONTS  
Avoid the Expensive Habit of Picking Live Work  
Full Cases of Display Letter Mean Larger Profits

6 Point No. 2

40 A \$1 00

ENTERPRISING MEASURES PLANNED BY EXPERIENCED STATESMEN  
FOREIGN NOBLEMEN GREATLY PLEASED WITH OUR TRADE METHODS  
INTERESTING REMARKS ON PRESENT-DAY TOPICS PROVE VALUABLE  
HUMOROUS QUESTIONS ANSWERED IN A GOOD-NATURED MANNER  
CURIOUS AUDIENCE FAIL TO DISCONCERT INTELLIGENT ORATORS

8 Point

24 A \$1 10 47 a \$1 15 \$2 25

MANY CHARACTERISTIC AND STRIKING TYPE DESIGNS  
Popular American Line Faces Increase the Value of Printing  
Bear This Fact in Mind When About to Order New Material

6 Point No. 1

46 A \$1 00

SUMPTUOUS APARTMENTS APPROPRIATED BY THE PROFESSIONAL SONGBIRDS  
DELIGHTFUL SERIES OF MUSICAL CONCERTS GIVEN IN THE SPACIOUS GARDEN  
ARTIFICIAL LAKE SURROUNDED BY FRAGRANT ROSEBUSHES AND GERANIUMS  
TREMENDOUS CROWDS OF FASHIONABLY DRESSED WOMEN PROMENADE DAILY  
CHARMING ENTERTAINERS SCORE GREAT VICTORIES IN LIGHT OPERATIC ROLLS



Lightline in Practical Display

JAMES MARTINDALE, President  
WILLIAM T. AMES, Vice-President

H. MARTIN ANDERSON, Secretary  
HENRY BRADSON, Treasurer

Martindale, Bradson & Company

Number 1934 East One Hundred and Sixteenth Street  
NEW BEDFORD, VERMONT  
TELEPHONE 425 TURAIN

EXTEND to their friends and customers a cordial invitation to attend their Annual Exhibition and pass judgment on the recent importation of Oriental Carpets, Rugs and Tapestries which their special European agent, Mr. Herbert Mason, after visiting the principal marts and trade-centers of Europe, Asia and India, has selected for them. This selection is undoubtedly the finest that has ever been displayed and offered for sale in this city. No matter how keen the eye may be for color harmony, or how fastidious the taste in harmonious interior decoration, the subtle charm embodied in the making of these creations cannot fail to appeal to you. To have a beautiful and comfortable home is the ambition of every person of intelligence, and how to make the home as beautiful as one's purse will permit is an art in which every householder should be interested and to further this end a special staff of skilled housefurnishers and decorators is at your service

Dated, September 3

MONTHLY STATEMENT

Portland, Ore., ..... 191

M .....

TO MONTGOMERY & HENDERSON, Dr.

MANUFACTURERS OF

Automobiles and Motor Boats

Manufacturers of  
NOTRAM SIX-CYLINDER MOTORS

GENERAL OFFICE AND SHOWROOM  
No. 1026 North Plainfield Avenue



72 Point

3 A \$6 45 4 a \$4 25 \$10 70

MINER HOME  
National Song

60 Point

3 A \$5 05 5 a \$3 85 \$8 90

DUKE MANSION  
Handsome Pinks

48 Point

4 A \$3 70 8 a \$3 95 \$7 65

SINGERS CHARMED  
Chorus Girls Pleased

42 Point

5 A \$3 20 9 a \$3 25 \$6 45

RIGHTEOUS MANAGER  
Honest Merchant Seizes  
Determine Householder



36 Point 5 A \$2 50 9 a \$2 55 \$5 05

MANSION BEING ERECTED  
Build Handsome Apartment  
Furnishes Elaborated Suites

30 Point 6 A \$2 15 10 a \$2 10 \$4 25

PROTECT FOREIGN MERCHANTS  
International Proclamation Ruined  
Obscure Matrimonial Engagement

24 Point 7 A \$1 70 14 a \$1 90 \$3 60

ENTERPRISING STUDENT CONSIDERED  
Sought Disfranchising Education Boards  
Detectives Contesting Forged Signatures

18 Point 11 A \$1 50 22 a \$1 75 \$3 25 10 Point 21 A \$1 15 42 a \$1 35 \$2 50

MODERN PICKET SERVICE  
Guard Maneuvers Detected  
Overturn Numerous Camps

MEDICAL EXAMINATIONS DECIDED  
International Question Now Settled  
Quietly Advocate Practical Theories  
Demoralizing Circumstances Found  
Radical Discourse Lately Eliminated

14 Point 15 A \$1 35 29 a \$1 65 \$3 00 8 Point 23 A \$1 05 45 a \$1 20 \$2 25

POPULAR AMERICAN LINE TYPE  
Strong and Durable Gothic Letters  
Beautiful Display Faces Produced

BUY YOUR JOB TYPE IN WEIGHT FONTS  
Job Printers Know the Value of Full Cases  
Handsome Designs Continually Originated  
American Line Type Faces Lead the World  
Up-to-Date Printing Machinery and Material

12 Point 17 A \$1 30 34 a \$1 45 \$2 75 6 Point 25 A \$0 90 50 a \$1 10 \$2 00

MERITORIOUS CONCEPTIONS DESIRED  
Some Choice Oriental Designs Submitted  
Midsummer Romances Become Popular  
Beautiful Homes \$1234567890 Pleasant

ENORMOUS MARINE ENTERPRISES LAUNCHED  
Improved Transportation Facilities Are Promised  
Financial Giants Startle Foreign Shipping Firms  
Interesting Statement Regarding New Company  
Huge Steamship Remodeled and Sent Northward  
Fabulous Amount of Money Desired \$1234567890



News Gothic in Practical Display

## SPRING GOWNS

**M**ANY charming styles are now here for the critical inspection of our customers. All the latest London and Parisian creations have been here. Expert designers are employed in all the departments. This grand display of fashionable gowns will be classed with the social and luncheon functions held in the city.

### Latest Effects in Gown

The prices listed below give a brief idea of the remarkable bargains embodied in this collection. We wish to show to our friends and public in general that the here shown is only a small part of the magnificent gowns that we now have in stock.

MORNING GOWNS.—Made of soft, clinging material which gives to the wearer an air of distinction and grace, **\$7.98**

AFTERNOON GOWNS.—Artistically made; just the thing for afternoon teas and socials. Sure to please, **\$8.50**

EVENING GOWNS.—Made of stylish medium-weight material; finely finished and suitable for all occasions . . . **\$9.75**

## MOWER'S

HIGH-GRADE SUITS FOR WOMEN  
Sixth and Main Streets

## Buy Practical Weight Fonts

In every instance full cases of type are most economical to printers as there is no waiting for sorts and no necessity for pulling letters from

### MEN'S GARMENTS



Holiday Decorator

In accordance with our usual custom we again call attention of patrons to our annual Christmas Display of NEW importations in Men's Haberdashery. We've established a standard catering to men who wish style and quality without extra cost. Will you afford us the pleasure of a call on your shopping tour?

Xmas  
Gifts

SLICK & CO., 15 Broadway

again, there is great satisfaction to know that you can depend on having enough type to set the job, which also insures better work. The use of a distinctive face of type for a booklet or circular is sure to add to its effectiveness; and this big advantage now involves no additional expense for type

Chap-Book Guidon Versatile Ornament

# AMERICAN TYPE FOUNDERS CO.



## News Gothic in Practical Display

The many beautiful and useful Type Faces which are continually being originated by the American Type Founders Company exceed in variety and utility the combined product of all the other type foundries. This Company carries in stock the best of everything for the newspaper or job printer

# American Line Type Faces

PUBLICITY is the vital spark that keeps alive the public interest in a business enterprise, and the professional man or merchant who neglects to heed this fact is in danger of finding himself lost in a fog of dangerous oblivion. It has become worth while, very necessary, in fact, for printers and advertisers to study designs of type and educate their community up to a realization of the great advantages to be gained from advertising. The new and stylish Type Faces designed and also manufactured by this Company, and so consistently assembled in a related family, have proved of great potency in stimulating the demand for better printing in both the commercial and advertising fields. A casual examination will demonstrate the great worth of American Line Type Faces

American Type  
Founders Co.



72 Point

3 A \$4 80 4 a \$3 15 \$7 95

HONEST MEMBER  
Charming Damsels

60 Point

4 A \$4 15 6 a \$3 65 \$7 80

MONEY INTERESTING  
Enterprising Merchant

48 Point

5 A \$3 30 8 a \$3 10 \$6 40

REMARKABLE CHARACTER  
Delightful Conventions Held

42 Point

5 A \$2 60 9 a \$2 65 \$5 25

MODERNIZED HOME SECURED  
Sumptuous Apartments Bought  
Extraordinary Bargain Proposed



36 Point

6 A \$2 40 9 a \$1 95 \$4 35

NORTHERN RAILROADS COMBINING  
Broadminded Legislators Denounced  
Indignant Stockholders Unrecognized

30 Point

7 A \$1 85 14 a \$2 20 \$4 05

PROMINENT PUBLISHERS DESIRE QUALITY  
Distinctive and Original American Type Faces  
Superior Material Brings General Satisfaction

24 Point

10 A \$1 70 18 a \$1 85 \$3 55

INTERESTING SOUVENIRS CAREFULLY DISTRIBUTED  
Enthusiastic Boys Present Splendid Bronze Ornaments  
Picturesque Costume Adorns the Gallant Masquerader

18 Point

15 A \$1 45 30 a \$1 80 \$3 25

DOMESTIC INVENTORS PROCURED  
Foreign Mechanics Win Recognition  
Extraordinary Improvement Noticed

10 Point

26 A \$1 15 51 a \$1 35 \$2 50

STRONG AND SERVICEABLE GOTHIC LETTER  
Distinct in Character and Durable in Quality  
Indispensable in Newspaper and Job Offices  
American Point Line, Point Body and Point Set  
Bright and Legible Magazine Advertisements

14 Point

21 A \$1 40 40 a \$1 60 \$3 00

INTERESTING DIPLOMATIC ACHIEVEMENTS  
Brilliant Statesmen Decide Baffling Question  
Gifted Senators Show Great Executive Ability

8 Point

28 A \$1 05 55 a \$1 20 \$2 25

BRIGHT NEWSPAPER AND MAGAZINE ADVERTISING  
American Line Type Styles Insure Effective Results  
Most Remarkable Profit-Making Faces in the World  
The Art of Pleasing Your Patrons Should be Studied  
Distinctive Printing Demands American Line Designs

12 Point

25 A \$1 25 48 a \$1 50 \$2 75

WEIGHT FONTS OF JOB TYPE AT BODY TYPE PRICES  
Modern Printers Recognize the Value of Full Cases  
Continually Picking Live Jobs Means Smaller Profit  
Plenty of Sorts \$1234567890 Saves Time and Temper

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

PRINTING MACHINES OF EVERY DESCRIPTION FURNISHED  
American Products Excel in Durability and Attractiveness  
Complete Plants Equipped With Modern Printing Material  
Cylinder and Job Presses, Paper Cutters and Wire Stitchers  
Everything Needed in the Printing Trade Promptly Supplied  
Beautiful Ornaments \$1234567890 Delightful Conceptions



News Gothic Condensed in Practical Display

# HEROIC PRINTERS

Cool and Level-Headed Craftsmen Show Great Courage  
At Their Regular Annual Celebration

## FEARLESS BOWLING EXPERTS

Thrilling Bareback Rides on the Hobby Horses, Combined With the  
Delights of the Toboggan, Make an Enjoyable Event

The annual celebration and outing, given by the printers employed on the *Blairsville Courier*, was held at Freeman's Grove last Saturday. To say that the event was an enjoyable one is putting it mildly

### Bargains in Summer Clothing

#### Snappy Suits for Business

The latest designs in Tweeds, Serges and Worsteds are now here. Price, **\$9.75**

#### Light Summer Underwear

Some beautiful suits of silk and knitted underwear at the low price of . . . **\$2.30**

#### Latest Styles in Low Shoes

The finest line of patent-leather and russet ties ever offered in this town at **\$2.25**

#### Nobby White Flannel Suits

Two-piece flannel suits that will please the most fastidious taste. Price . **\$7.50**

### THE MONTGOMERY CLOTHING EMPORIUM

NINTH AVENUE AND TWENTY-FOURTH STREET

h games indulged in and eball was a feature that ncourage the players to running races and high teresting bowling game dinner table was all that o some bright addresses

## D HOME

uiet Hints on the Best omplexion Cream

n Madam Andrews gives weekly lectures on how autify the skin and hair physical exercise taken ry morning and evening uable hints on their use.

## WEDDING GUESTS EX

Strange Disappearance of Many Valuable Presents Disconc  
Witness the Marriage Ceremony at the Bride's Ho

## MODERN DETECTIVE METHODS SOLVE

Wonderful Ingenuity Displayed by Female Sleuth Quickly Dispel  
and the Supposed Mystery is Converted Into a Huge Joke

## GOLD HUNTERS RETURN HOME

Unsuccessful Seekers After the Bright and Elusive Metal Return in Disgust From the Scenes of Their Discouraging Effort

The little band of intrepid gold seekers which left North Point last September to try their luck in the new El Dorado continue to return. Many declare that



News Gothic Condensed in Practical Display

CHARLES W. FORBS, President

RICHARD MASON, General Manager

# Mason-Forbs Electrical Supply

American Agents  
for the Celebrated  
Rex-Gorden  
Magneto Flash



INVENTORS AND SOLE MANUFACTURERS OF

## Mason Electric Motors

Electric Supplies of Every Description

Office and Factory, Number 1284-1286 North Pennsylvania Avenue

KANSAS CITY, MO., \_\_\_\_\_ 191\_\_

No. 36907

Port Huron, Mich.,

191\_\_

# THE SECOND NATIONAL BANK

Pay to the order of \_\_\_\_\_

the sum of \_\_\_\_\_ Dollars

and charge to the account of

THE AMERICAN PRINTING COMPANY

\$ \_\_\_\_\_

\_\_\_\_\_  
President

AMERICAN TYPE THE BEST TYPE  
AMERICAN LINE THE BEST LINE

## AMERICAN TYPE FOUNDERS CO.

ORIGINATOR OF TYPE FASHIONS

TYPE, BORDERS, ORNAMENTS

AND BRASS RULE



BRANCH OFFICES AND SELLING HOUSES IN ALL THE LARGE CITIES OF THE WORLD



72 Point

5 A \$4 10

GOVERNORS DENOUNCE

60 Point

6 A \$4 55

DISTINGUISHED FOREIGNERS

48 Point

8 A \$3 90

INTERBOROUGH LINE MODERNIZED

36 Point

10 A \$2 80

HONORABLE MERCHANT  
DEMANDS RECOGNITION

14 Point

35 A \$1 75

FOREIGN STATESMEN ADVOCATING REFORMS  
DOMESTIC INVENTORS SECURE RECOGNITION  
ADVERTISER PRESCRIBES CONDENSED SERIES

12 Point

40 A \$1 50

DECIDED APPLAUSE GREET'S CLEVER CARICATURISTS  
SEQUESTERED VALLEYS AND BEAUTIFUL HIGHLANDS  
SAD IS REALIZATION OF THE CHRISTMAS STOCKING

30 Point

15 A \$2 50

GORGEOUS SCENERY EFFECTS  
CHARACTERIZED PRODUCTION

10 Point

46 A \$1 40

BEAUTIFUL MEADOWS AND LAWNS DELIGHT THE TOURISTS  
NUMEROUS WILD FLOWERS AND PLANTS WERE DISCOVERED  
PICTURESQUE HOMES AMONG EXQUISITE SYCAMORE TREES

24 Point

21 A \$2 50

MODERN PHOTOGRAPHIC EXHIBITION  
REVEALED SPLENDID ACHIEVEMENTS

8 Point

49 A \$1 25

DEMONSTRATION SHOWS PERSEVERANCE ABSOLUTELY INDISPENSABLE  
THE MERRY DAYS OF CHIVALRY AND POLISHED COUNTRY GENTLEMEN  
INCONSEQUENTIALS NEVER MIND WHAT THE WILD WAVES ARE SAYING  
MANY BULLFROGS CROAKING TEARFULLY FOR THEIR MISSING SPOUSES

18 Point

30 A \$2 00

NEWS GOTHIC EXTRA CONDENSED TITLE HEADS  
ARE ATTENTION ATTRACTORS AND VERY LEGIBLE

6 Point

49 A \$1 00

SWEET YOUNG LADIES OF NEWARK WITH CACOPHONOUS VOICES MUST DISAPPEAR  
PROFESSOR HENDRIK LIGHTFOOT'S GAY MAIDENS SKIPPING THE LIGHT FANTASTIC  
INEBRIATED MOON MAKING FACES AS BIRDS SWEETLY WARBLE TO SMILING STAR  
SCIENTIST DISCOVERED AMPHIBIOUS MONSTERS AMID MORNINGSIDE GRANDEURS





# The Cla

No. 9,931

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The Clarion-Ledger Publishing Co.

MONDAY, SEPTEMB

## CONTRACT FOR BUILDING WARSHIPS

### CONNECTICUT BUILDERS MAKE BUSINESS TRIP ABROAD TO COMPLETE DETAILS FOR ENORMOUS NAVAL ARMAMENT

WASHINGTON, Sept. 23—George A. Sims and Silas Young will sail for Russia within the next few weeks, where they hope to close negotiations with the Russian Ministry for the construction of seven battle-ships and their accessories, and with other naval armament, at a cost of \$100,000,000.

Mr. Sims admitted yesterday that Mr. Young and himself would leave for St. Petersburg to discuss and probably conclude negotiations with the Russian government. These negotiations have been in progress several weeks. It was stated, however, that the propositions which Mr. Sims made on behalf of the Martinburgh Steel Company have not been closed. It was known among the large shipbuilders

of the world that Russia proposes to begin immediately the reconstruction of her navy and tentative propositions have been given by several English and German concerns.

### WHAT CONSTITUTES A SUBSCRIBER

#### AN INTERESTING COURT DECISION RENDERED IN THE STATE OF MASSACHUSETTS

A court decision has lately been rendered in Massachusetts on what constitutes a subscriber. The judge held that the man who received the paper, although he never subscribed, must pay for it. It appears that James Thompson moved, and William

contest between William John Maher, the Aust 8:30 the club building and Thirty-ninth street to the roof with spect age, had announced t police stationed at the men with him, all in

## GAVE AW ENTIRE

The firm for which trusted employee for decade has discovered system of writing che sums than the check cated he had taken at their money, accordin made and his former tached his bank accou safe, the contents of

## AUTO SUPERIOR TO HORSE IN FAIR TEST

### AFTER TWO DAYS OF EXPERIMENT MACHINE PROVES CHEAPER AND MORE DURABLE

#### ENTRANTS IN THE FAMOUS WANNACOOPEER CUP EVENT REEL OFF LIGHTNING TRIALS DRIVERS READY TO RACE

With a view of showing the economy, speed and reliability of the motor car over the horse-drawn type of vehicle, and the operative cost of same, the Moto-car Company is conducting an interesting test in which a Moto-car and a horse-

## GHOST MADE JANITO FORGET HIS DEAR

### SECOND WIFE SAYS THESE MADE HIM DI

#### FIGHT FOR ESTATE EVOKES STARTLING AND SENSATIONAL TESTI POWER OF THE SPIRITIST BELIEF AND SPIRIT MESSA

(Special to The Clarion-Ledger)

WINDYS LOCKS, Sept. 23—Gray twilight shadows gave a spooky air to the town hall on Oak street yesterday as there was told the astounding tale of a ghost wife sending from the grave messages of re-

the man. He died last years, leaving more th was the founder of th main offices in Sarana In the Saranac branch Miss Elsie Green, con



96 Point

4 A \$5 55

BRIGHTER KINGS

84 Point

5 A \$5 25

MODERN DESIGNER  
HANDSOME CHAIRS

72 Point

5 A \$5 50

BANKER RENUMBERED  
EXHIBITIONS CLOSING

60 Point

5 A \$4 20

STRONG RACING MACHINE  
REMARKABLE HANDICAPS



MIEHLE EXTRA CONDENSED TITLE

48 Point

7 A \$3 75

AMERICAN PRODUCT EXCELLENT  
INTERESTING STORIES RELATED

36 Point

10 A \$2 85

DISTRIBUTE HANDSOME EASTER PRESENTS  
SMALL MONEY CONTRIBUTIONS WELCOMED

30 Point

14 A \$260

REMARKABLE SHOWING SPECIAL HOLIDAY PRESENTS  
PARISIAN JEWELRY STOCK DESIRABLE IMPORTATION

24 Point

20 A \$2 50

ARRANGEMENTS NOW CONCLUDED  
EARTHQUAKES REPORTED COMING  
MANY NEW BUILDINGS DESTROYED

12 Point

35 A \$1 50

PROSPEROUS TOURISTS TRAVEL WITH COMFORT  
ENGAGED COUPLE ELOPING MEET STORMY SEAS  
ANGRY PARENTS SEEK LOST CHILD EVERYWHERE  
PRODIGAL DESIRES FATTED CALF \$1234567890

10 Point

40 A \$1 40

OUR PRESENT METHOD OF SELLING WEIGHT FONTS OF  
JOB TYPE AT OUR BODY TYPE PRICES AND DISCOUNTS  
GIVES THE UP-TO-DATE PRINTER AN OPPORTUNITY TO  
STOCK UP HIS COMPOSING ROOM WITH MODERN TYPE

18 Point

26 A \$2 00

ANCIENT SCIENTIFIC MINERAL DISCOVERIES  
EXPLORATION AMALGAMATED ASSOCIATION  
NUMEROUS DARING ADVENTURERS HONORED

8 Point

45 A \$1 25

NEW AND STYLISH FASHIONS IN TYPE AND BORDER DESIGNS  
ARE VERY ESSENTIAL FEATURES IN SMART PRINTING AND AS  
AMERICAN TYPE IS NOTED FOR THESE VERY POINTS IT IS NOT  
NECESSARY THAT WE ADVANCE ARGUMENT MORE CONVINCING

14 Point

33 A \$1 75

NUBIAN BURLESQUERS REHEARSING NEW BURLETTA  
SCENIC PRODUCTION REVOLUTIONIZES STAGECRAFT  
SUNBEAMS DETERIORATE WONDERFUL PERFORMANCE  
ENCOURAGEMENT GALORE TENDERED BRAVE HEROES

6 Point

50 A \$1 00

PROFESSOR JUMBO'S UNEXCELLED WILD ANIMAL SHOW AND CIRCUS MENAGERIE  
FINAL APPEARANCE IN THIS COUNTRY OF THE WORLD'S CELEBRATED TRAINER  
WONDERFUL AND ORIGINAL ACROBATIC FEATS BY THE MOST FAMOUS ATHLETES  
REMARKABLE EXHIBITIONS OF SNAKE CHARMING \$1234567890 MATINEES DAILY



# CONEY OPERA HOUSE

EAST HERMIS BOULEVARD  
TELEPHONES 3256-3257 STUYVESANT

FOUR WEEKS ONLY  
MATINEE ONLY ON SATURDAY  
BEGINNING  
FRIDAY FEB. 23

MESSRS. KETCHUM & SHOWUM  
BEG TO ANNOUNCE THE  
ENGAGEMENT OF

# MARJORIE KING

"THE BELLE"

IN THE STUPENDOUS  
STAR CAST REVIVAL  
OF HERN'S COMEDY

# THE BELLE JERWIN

AUGMENTED ORCHESTRA  
ELABORATE PRODUCTION

Strathmore Ornament



# BOOK BARGAINS

**B** We beg to announce that we have just placed a large number of miscellaneous books on our bargain counter. These fine books are very slightly shopworn, just enough to prevent them from being classed as new. Some of the best-known authors are represented in the accompanying list. We have a few complete sets.

THE BINDINGS ARE ALL OF THE BEST QUALITY  
AND ARE FULLY GUARANTEED IN EVERY WAY

To make these books move quickly we have marked the prices at about one-half the publisher's regular rate.

Among the lot are four sets of Dickens' works previously sold at \$40; each to be sold at **\$24**

THE HERITAGE OF THE WESTERN PLAINS

By VIOLA HELENA GRAYHURST

We have also secured the complete second edition of this famous novel and are selling them at a low figure. "An appealing love story, pure as the far water brooks," says one well known reviewer, in the latest issue of the Scribe, of this new and fine novel

VOLTAIRE  
ADDISON  
MARK TWAIN  
BROWNING  
DE FOE  
BUNYAN  
PAINE  
CHAUCER  
DICKENS  
LONGFELLOW  
ELLIOTT  
HUGO  
AND MANY OTHERS  
EQUALLY WELL  
KNOWN

## THE EAST BRADFORD BOOK EXCHANGE

CORNER MASONIC AND EAST EIGHTH STREETS, EAST BRADFORD





Vol. XLI

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New Brunswick Publishing Co.

NEW BRUNSWICK

## GOVERNOR BURNS RESIGNS MONDAY

NOTIFIES LEGISLATURE THAT HE  
MUST SEEK NEW CLIMATE  
TO BENEFIT HEALTH

BY ADVICE OF NEW MINBURN SPECIALIST HE  
WILL LEAVE FOR PHOENIX MONDAY  
ON THE SOUTHERN PACIFIC

BANNERTON, August 27.—Governor Thomas Holcomb Burns sent a special message to the Legislature this afternoon making known his intention to relinquish the Governorship on Monday next. The reason given is ill health. Dr. Maurice Stanwix, the noted specialist on stomach troubles recently informed the family of the Governor that his only hope for ultimate recovery was to get entirely away from the duties and cares of public office and breathe

## MOB DEFIES F

BOHNVILLE POLITICAL SITUATION MADE  
MORE UNCERTAIN BY DEATH OF BRADY

The death of Senator Brady has added to the uncertainty of the political mixup in the Fourteenth District. Chairman Foster of the State Committee literally threw up his hands in despair yesterday and left for his home in Monroe. Mr. Foster declared before leaving that it seemed that almost every man in the district had gone office mad and insisted on being nominated for some elective position. There are fourteen well developed boomlets for the vacancy caused by Senator Brady's death, and no possible compromise is in sight.

PARENTS OF MINERVA HURSTING OFFER  
REWARD FOR RETURN OF THEIR CHILD

The search for Minerva Hursting, the eight year old daughter of the millionaire printer, has been further stimulated by an additional offer of \$5,000 for the return of the child by

## HUNDRE REFUS

Fully five thousand f congregated at the int avenue and Halsey str threw curb stones and policemen from station tain Devereux. The p injured and hurried to others were carried to t Many bystanders were attacked by the frenzi ed had it not been for carried through the mo risk of his life. Captai

## CONVENTION DEMANDS MODERN COST SYSTEM

PRINTERS SEEK TO FIND  
SCIENTIFIC SYSTEM  
OF ESTIMATING

SPECIAL COMMITTEE APPOINTED  
TO FIND FIXED EXPENSES  
OF PRINTING PLANT

If the temper of the Master Printers' Convention, now being held in the ballroom of the Algonquin, reflects the attitude of employing printers in general, we may soon see the old cut-price system done away with and a new

printing had not yet begun its influence as a business. Printing is a business upon which all other businesses must lean to a greater or less extent. Therefore, dignify it by doing your best work, and by demanding a fair and legitimate return for your work.

"Every printer should have a sample room, where his work can be displayed to advantage. Most printers' samples consist of a bunch of odds and ends that mean nothing. Printers should take as much care in displaying their samples as shoe men, hardware men or other trades do. Be sure to have a sample room."

The next convention will be held at Holton on Thursday, August 25, 1913. It is hoped that a larger number of printers will be present.

PASSENGER AIRSHIP OF RICHMOND LINE  
BUMPS INTO A DERELICT OVER DOSWELL

WASHINGTON, August 27.—The 8:14 airship from Richmond entered the slip at the Georgetown terminal tonight fifteen minutes late. Aviator Richards reports having run into a ten-cylinder derelict while passing over Dos-

## CUBS BE ORIOLES

The Cubs batted Curl three singles and a ho sixth inning. As usual off the batting honors f



BALTIMORE 20  
CHICAGO 13

Base Hits—Off Curle First Base on Balls—Off Brown, 3. Struck Out-



LIGHT COPPERPLATE GOTHIC EXTENDED

24 Point No. 70

5 A \$2 55

HANDSOME MINER

24 Point No. 69

6 A \$2 50

MEMBER DENOUNCED

18 Point No. 70

8 A \$2 05

REMARKABLE MANSIONS

18 Point No. 69

9 A \$2 00

NUMEROUS DESIGNS BROKEN

PORT HURON, MICH.,\_\_\_\_\_19\_\_\_\_

M\_\_\_\_\_

TO HERMAN BURON, M. D., DR.  
HOMEOPATHIST

OFFICE  
HOURS:

8 TO 10 A. M.  
2 TO 3 P. M.  
7 TO 9 P. M.  
SUNDAY, 9 TO 11 A. M.

No. 9186 MUNFORD AVENUE  
TELEPHONE 214 HURON

AFTER FIVE DAYS RETURN TO  
HERMAN BURON, M. D.  
PORT HURON, MICH.

MRS. HERMAN BURON  
  
No. 9186 MUNFORD AVENUE  
  
PORT HURON, MICH.

SPLendid \$1234567890 FIGURES

12 Point No. 68

11 A \$1 50

STRONG REMARKS  
HUMOROUS MUSIC

12 Point No. 67

13 A \$1 50

BROKERS DISHONEST  
MODEST FOREIGNERS

12 Point No. 66

15 A \$1 50

MECHANICS DISCOUNTED  
CURIOUS HOMES BOUGHT

12 Point No. 65

18 A \$1 50

SHORTHAND EXPERTS FOUND  
MANY CHARMING DIVERSIONS

6 Point No. 64

17 A \$1 00

PICTURESQUE SCENES GIVEN  
BIOGRAPH SHOW PROCURED  
GROTESQUE PERFORMANCES

6 Point No. 63

22 A \$1 00

SUBLIME FURNITURE THROUGHOUT  
REASONABLE ENOUGH INTENTIONS  
SPLendid REMEMBRANCES RETURN

6 Point No. 62

26 A \$1 00

ENTHUSIASTIC DEMONSTRATOR REJOICING  
JUVENILE STUDENTS DECLINE PROMOTION  
UNDIMINISHED \$1234567890 RAINSTORMS

6 Point No. 61

30 A \$1 00

DELIGHTED SPINSTERS REMOVING HARSH LINES  
CURIOUS GIRL DETECTIVE BECOMES INTERESTED  
MATRIMONIAL SCHEMERS REPORTING PROGRESS



HEAVY COPPERPLATE GOTHIC EXTENDED

24 Point No. 80

5 A \$2 55

HANDSOME MINER

24 Point No. 79

6 A \$2 50

MEMBER DENOUNCED

18 Point No. 80

7 A \$2 00

REMARKABLE MANSIONS

18 Point No. 79

8 A \$2 00

NUMEROUS DESIGNS BROKEN

CHARLES W. HENDER, PRESIDENT  
HENRY BRINK, SECRETARY

CAMDEN, MISSOURI, JANUARY TENTH

OWING TO THE WITHDRAWAL OF MR. HAROLD WINTERBY FROM THE  
SHOE AND RUBBER CONCERN KNOWN AS HENDER & WINTERBY, THE  
NAME OF THE COMPANY HAS BEEN CHANGED AND WILL BE CALLED

THE HENDER-BRINK CO.

THIS COMPANY, UNDER THESE NEW CONDITIONS, WILL ENDEAVOR TO  
AFFORD ITS MANY CUSTOMERS AND FRIENDS THE SAME QUALITY OF  
SERVICE THAT HAS CHARACTERIZED ITS ACTIVITIES IN YEARS PAST

VERY RESPECTFULLY

THE HENDER-BRINK COMPANY

SPLENDID \$1234567890 FIGURES

12 Point No. 78

11 A \$1 50

STRONG REMARKS  
HUMOROUS MUSIC

6 Point No. 74

17 A \$1 00

PICTURESQUE SCENES GIVEN  
BIOGRAPH SHOW PROCURED  
GROTESQUE PERFORMANCES

12 Point No. 77

13 A \$1 50

BROKERS DISHONEST  
MODEST FOREIGNERS

6 Point No. 73

22 A \$1 00

SUBLIME FURNITURE THROUGHOUT  
REASONABLE ENOUGH INTENTIONS  
SPLENDID REMEMBRANCES RETURN

12 Point No. 76

15 A \$1 50

MECHANICS DISCOUNTED  
CURIOUS HOMES BOUGHT

6 Point No. 72

27 A \$1 00

ENTHUSIASTIC DEMONSTRATOR REJOICING  
JUVENILE STUDENTS DECLINE PROMOTION  
UNDIMINISHED \$1234567890 RAINSTORMS

12 Point No. 75

18 A \$1 50

SHORTHAND EXPERTS FOUND  
MANY CHARMING DIVERSIONS

6 Point No. 71

30 A \$1 00

DELIGHTED SPINSTERS REMOVING HARSH LINES  
CURIOUS GIRL DETECTIVE BECOMES INTERESTED  
MATRIMONIAL SCHEMERS REPORTING PROGRESS



24 Point No. 60

6 A \$2 50

MODERNIZED NUMBER

24 Point No. 59

8 A \$2 65

STRENUOUS EXAMINATION

18 Point No. 60

9 A \$2 00

CURIOUS NECKWEAR BOUGHT

18 Point No. 59

11 A \$2 00

REMARKABLE KINGDOM UNEARTHED

OUR NEW AND ATTRACTIVE LINE OF

**FINE SUITINGS**

HAS JUST BEEN RECEIVED AND IS NOW OFFERED FOR YOUR CAREFUL INSPECTION. ALL OF THE LATEST IDEAS IN FASHION CONCEPTION AS WELL AS THE HIGHEST QUALITY OF FABRICS HAVE BEEN INCORPORATED IN THIS ASSORTMENT. COMPLETE LINES IN SERGES, THIBETS AND CHEVIOTS, ALSO IN WEARWELL CLOTH, THE NEW FABRIC FROM THE FACTORY OF MUNDHEIM & FRERES, PARIS. GUARANTEED ALL-WOOL, OF THIS SEASON'S SHEARING. THE LININGS ARE IN STRICT CONFORMITY WITH THE HIGH QUALITY OF THESE SUITINGS. YOU HAVE NEVER BEFORE HAD SUCH A CHANCE AS THIS TO SECURE THE BEST QUALITY WINTER SUITS FOR SO SMALL AN OUTLAY OF MONEY

FOR STYLISH DRESSERS

**HERUM & BURK**

STATE AND OAK STREETS  
BOSTON, MASS.

○

**ORDER OF DANCE**

PART ONE

WALTZ

SCHOTTISCHE

TWO-STEP

LANCIERS

POLKA

GRAND MARCH

WALTZ

SCHOTTISCHE

TWO-STEP

QUADRILLE

WALTZ

INTERMISSION

PLEASING \$1234567890 FIGURES

12 Point No. 58

12 A \$1 50

HISTORICAL ROMANCE  
STRANGE HOMESTEAD

12 Point No. 57

16 A \$1 50

HANDSOME MAIDS RETURN  
DEMURE GIRLS INDIGNANT

12 Point No. 56

18 A \$1 50

HUMOROUS EPISODE REPORTED  
DESIRE CONSIDERABLE MONEY

12 Point No. 55

22 A \$1 50

MAGNIFICENT CARPETS PURCHASED  
OFFERING SOME CHOICE BARGAINS

6 Point No. 54

21 A \$1 00

NEW MEMBER REMAINING NEUTRAL  
WONDERFUL RECEPTION TENDERED  
STRONG STUDENTS BECOME QUIET

6 Point No. 53

25 A \$1 00

FASHIONABLE GIRLS DESIRE PROMINENCE  
STARTLING EXPERIENCE VIVIDLY DEPICTED  
DETERMINED LEADERS SUGGESTING IDEAS

6 Point No. 52

32 A \$1 00

PROSPEROUS EUROPEAN COUNTRIES LENDING HELP  
THOSE MIDNIGHT RAMBLES DECIDEDLY UNHEALTHY  
IMPRESSIVE RELIGIOUS CEREMONIES INTERRUPTED

6 Point No. 51

37 A \$1 00

MECHANICAL DEPARTMENT BECOMING HIGHLY PROFITABLE  
ENTHUSIASTIC CONVENTIONS PRESENTING GRAND REPORTS  
INTERNATIONAL ASSOCIATIONS OF AMBITIOUS MECHANICS



COPPERPLATE GOTHIC FAMILY IN COMBINATION

THE FRANKLIN PRINTING CLUB

HEREBY INVITES YOU TO BE PRESENT AT ITS SIXTEENTH ANNUAL ENTERTAINMENT AND BANQUET, TO BE HELD IN ELBERON ASSEMBLY HALL ON THE EVENING OF MARCH TWENTY-SECOND. THIS EVENT WILL MARK THE CLOSE OF THE MOST PROSPEROUS YEAR IN THE HISTORY OF THIS CLUB. REPORTS ON THE BETTERMENT OF THE PRINTING INDUSTRY WILL BE DISCUSSED, WHICH MAKES IT VERY IMPORTANT THAT YOU SHOULD ATTEND THIS BANQUET

FIVE DOLLARS THE PLATE

VEST POCKET  
EDITION

WINTER  
TRIPS

RELIABLE  
INFORMATION  
FOR PLEASURE  
SEEKERS

ISSUED BY  
THE TROPICAL  
RAILROAD

FINE BANKING HOME

HUNT &  
MIRDE

TRUSTWORTHY  
BANKING

ARTHUR BOWLES  
PRESIDENT

ROBERT MUNN  
CASHIER

IT IS WITH EXTREME PLEASURE AND GRATIFICATION THAT THE MEMBERS OF THIS RELIABLE INSTITUTION BEG TO ANNOUNCE THE COMPLETION OF THE NEW HOME ON SIXTEENTH AND DERAM STREETS. IT IS A HANDSOME STRUCTURE DEVOTED ENTIRELY TO OUR OWN BANKING INTERESTS. THE INTERIOR ARRANGEMENT HAS BEEN COMPLETED WITH A VIEW TO BEAUTY AND THE CONVENIENCE OF BANKING

LOCATED AT PRINCE AND REID STREETS

REMOVAL NOTICE

THE GEM CLUB

HEREBY CALLS YOUR ATTENTION TO THE CHANGE IN ADDRESS OF THE MEETING-PLACE OF THE CLUB AFTER MARCH TWENTIETH TO ITS NEW AND VERY COMFORTABLE QUARTERS LOCATED AT  
  
MAIN AND ELDRIDGE STREETS  
KEASBOROUGH

NEW YORK

BOSTON

PRODUCERS OF QUALITY

HANDER-BEHMON

MANUFACTURERS OF

PRINTING INKS

DRY COLORS, OILS, TURPENTINE AND  
VARNISHES

CHICAGO

BALTIMORE



Franklin Gothic Extra Condensed

120 Point

3 A \$8 00 4 a \$5 60 \$13 60

MINE Shaft

96 Point

3 A \$6 25 4 a \$4 25 \$10 50

Rented HOME

84 Point

3 A \$5 20 4 a \$3 40 \$8 60

TERM Prohibits

72 Point

3 A \$4 95 4 a \$3 35 \$8 30

Machines REMIND

60 Point

3 A \$3 70 6 a \$3 95 \$7 65

NUMBERED PREMIUM  
Modest Construction



Franklin Gothic Extra Condensed

48 Point

4 A \$2 90 8 a \$3 35 \$6 25

MERCHANT PRODUCTIONS  
Educated Horses Continue

42 Point

5 A \$2 60 9 a \$2 80 \$5 40

CURIOUS ENTERPRISES NOTED  
Dishonorable Method Expected

36 Point

5 A \$1 80 11 a \$2 45 \$4 25

DETERMINED BANKER CONSIDERING  
Strenuous Remark Answered Quietly

30 Point

7 A \$1 90 14 a \$2 20 \$4 10

DESIRABLE TYPE FACE  
Excellent Gothic Letter

12 Point

21 A \$1 25 44 a \$1 50 \$2 75

HISTORICAL DOCUMENTS DISCOVERED  
Some Mysterious Investigations Made  
Dignified Professors Procure Evidence  
Many Individual Plants \$1234567890

24 Point

9 A \$1 60 18 a \$1 90 \$3 50

HANDSOME PRIZE SECURED  
Strong Competitors Remain

10 Point

25 A \$1 15 48 a \$1 35 \$2 50

AMERICAN LINE STYLES LEAD THE WORLD  
Distinct and Attractive Type Combination  
The Weight Font System Increases Profits  
Desirable and Useful Gothic Letters Found

18 Point

14 A \$1 45 29 a \$1 80 \$3 25

DISTINGUISHED SCHOLARS NAMED  
Charming Afternoon Performances

8 Point

28 A \$1 00 55 a \$1 25 \$2 25

EFFECTIVE GOTHIC DESIGNS ARE ALWAYS POPULAR  
Strong and Durable Types Bring Favorable Results  
The Franklin Gothic Extra Condensed Insures Merit  
Procure Your Job Type in Serviceable Weight Fonts

14 Point

18 A \$1 40 36 a \$1 60 \$3 00

BEAUTIFUL AMERICAN LINE TYPE STYLES  
Popular and Serviceable Creations Bought

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

UNEXCELLED FOR SHOW CARDS AND NEAT POSTER WORK  
Every Printing Office Should Contain This Striking Series  
Sold in Weight Fonts at Body Type Prices and Discounts  
Discerning Printers \$1234567890 Will Recognize Its Value



## The Great Popularity of Brass and Copper Thin

# SPACES

**Q** Brass and Copper Thin Spaces make justification so easy that no printing office, large or small, can successfully afford to be without them. These spaces are put up in special cases, made the size of the regular Wisconsin Quarter Cases, four of which just fit in a regular blank case. They can thus be kept where they are most accessible, or can be placed on the stone. They are a very valuable and valuable article in the composing room, and will save a large unnecessary amount of labor. They will prove a valuable addition to any printing office. In all directions on the press. In all quick and accurate justification. A boon to any printing office.

busy composing room. That these Thin Spaces may be readily distinguished, the Half Point are made of Copper and the One Point are made of Brass. For prices and further information in regard to the Brass and Copper Thin Spaces write to nearest Selling House for pamphlet

HAROLD W. MORTON

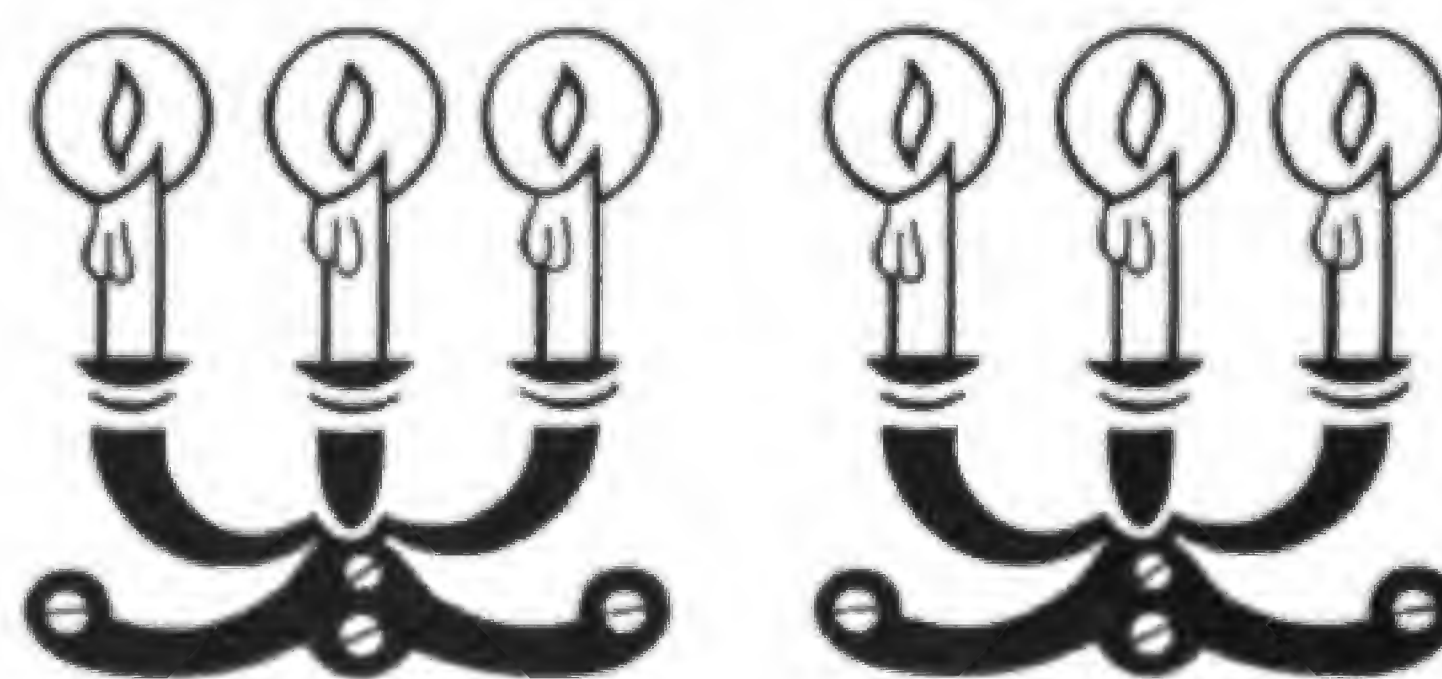
WILLIAM H. HENDERSON

### MORTON & HENDERSON CO.

1239 North Market Street, OAKFORD, WIS.

HIGH-GRADE INTERIOR AND  
EXTERIOR WORK

## Decorators



# American Type Founders Co.

THE LARGEST AND MOST COMPLETE TYPE FOUNDRY IN THE WORLD. EVERYTHING FOR THE PRINTER



## Franklin Gothic Extra Condensed in Practical Display

# NOVELTIES

## For Making Your Home Attractive

To the man or woman of good taste the subject of making the home as beautiful and attractive as possible is always one of great interest. Our novelties are selected by experts in the art of home decorating, and always with the view of giving our patrons and the general public the best and most original ideas for their money. A visit to our show rooms, and a casual examination of our stock, will convince the most skeptical that our claims to art in the way of house decorations have been substantiated in every detail. We will have special displays

## Columbia Novelty Company

Number 27 Market Street KANSAS CITY, MO.

Chap-Book Guidon Versatile Ornament

## VALENTINE SALE HERE

All the Latest Designs in  
Valentines, some original  
motto Folders for mailing

THE RED HEARTS AND  
FRENCH CUPIDS WILL  
SURELY PLEASE YOU

Ask to see the little  
Austrian Valentines

**MAX GORDON**  
SOUTH STREET BOOK STORE

Versatile Ornament

# Ordering by Telephone

## A Word to Housewives Regarding New Residence Line

The Benscreek and Turtle Point Telephone Company in making several very important changes and extensions in its system has provided for resident lines of three parties or more. This change will enable every housewife in town to order her household goods by telephone. Your orders for installation of telephones may be placed at once



Chap-Book Guidon Hello Cut



Engravers Old English Bold

72 Point

3 A \$8 35 4 a \$4 85 \$13 20

Rich Design

60 Point

3 A \$6 80 5 a \$4 65 \$11 45

Durable Metal  
Copper Alloys

48 Point

3 A \$4 20 6 a \$3 85 \$8 05

Handsome Cards  
Popular Material

42 Point

3 A \$3 65 6 a \$3 15 \$6 80

American Line Type  
Handsome Creation

36 Point

3 A \$2 65 6 a \$2 35 \$5 00

Excellent Display Lines  
Wonderful Typography



## Engravers Old English Bold

30 Point

4 A \$2 10 9 a \$2 15 \$4 25

Satisfactory Display Letters  
Given Favorable Advantage  
Desirable Stationery Printed

24 Point

4 A \$1 55 12 a \$1 95 \$3 50

Magnificent Opportunity Tendered  
Designs Contain Exceptional Merit  
Enthusiastic Advertisers Rejoicing

18 Point

7 A \$1 40 20 a \$1 85 \$3 25

The hope of the Printer for Better Prices will  
be Realized Gradually but Positively by the  
Public Becoming More Familiar With Faces

14 Point

9 A \$1 25 28 a \$1 75 \$3 00

When anything in Art or Style gets established in Printing  
Shops there is sure to be a Reaction. Printing Buyers of  
today want Variety in their Work and the Up-to-Date Type  
Faces that are attractive so as to catch the eye of the public

12 Point

11 A \$1 20 31 a \$1 55 \$2 75

When a Printing Office gets into a  
Rut in style and clings persistently  
to a limited few Faces of Type, no  
matter how good they may be, it is  
bound to lose trade \$1234567890

8 Point

14 A \$1 00 41 a \$1 25 \$2 25

When you find a Printer who is selling  
his Product as so much paper smeared  
with Ink, you have found One who has  
missed his real Vocation in Life. The  
Successful printer of the Future must  
sell Business-getting Potentiality. He  
will Educate his Customers to this idea

10 Point

12 A \$1 10 36 a \$1 40 \$2 50

The effective and progressive Printers of  
the Country are Educating the Public to a  
better Appreciation of what Real Quality  
in Printing consists of. It is not the paper  
ink and binding, but it is Stylishness, the  
Expression of Fine Art. It is Intellectual  
in conception and its effect is on the Mind

6 Point

16 A \$0 90 47 a \$1 10 \$2 00

The publisher who neglects the study of good  
Typographic Style is not onto his Job. He is  
advertising himself adversely, or, to be more  
explicit, he is Glaringly Advertising the Fact  
that his interest in the Advertiser ceases when  
the space contract is signed. Those who place  
the great Advertising contracts, and also those  
Intelligent Advertisers on a Lesser Scale are  
becoming expert critics of Typographic Style  
Illustrations \$1234567890 Original Designs



Engravers Old English Bold in Practical Display

Printer's ink widens the world of every business. If a business is worthy and managed well, printing is the next great factor in its success.—Selected.

Hapgood Floret Art-Tiles and Outline Art-Tiles

Bertram Manor

Seventh Souvenir Book

Versatile Ornament Century Border

Citizens Bank of Holland  
Worcester Street  
and Lenox Avenue  
Holland, Maine



The wealth and frugality of a people may be best judged by the records of a progressive bank located in its midst. For this reason we take pride in reciting the growth of the Citizens Bank, reflecting credit as it does both to its careful management and the development of the community which it has served. Back in those days of General Grant's presidency, 9 years after the close

Floral Basket Piece





# Christmas Day Services

The Members of St. Paul's Church desire to invite their friends and neighbors to the Christmas Day service to be given in the new St. Paul's Church on Main Street Park and can assure all who come a most cordial welcome. The morning service will begin at ten thirty o'clock, sharp, and the afternoon service opens at three o'clock. A selected choir of fifty voices will be on hand to render sacred carols

## Order of Services

Opening Prayer  
By the Pastor

Christmas Anthem  
The Choir

Organ Recital  
Miss Carr

Christmas Sermon  
By the Pastor

## St. Paul's Church

Rev. John Martin, Pastor  
Main Street, Harper, Ill.

Cast Squares Holiday Decorators

## Musical

Thursday Evening  
May 2, 1910

In aid of St. Paul's Home for the Destitute  
Children. To be held in the Church Annex  
Main and Norton Streets, Harper, Illinois

Card of Admission  
Fifty Cents

## Concert

An Excellent Letter  
for High-Grade  
Church and  
Society Printing

American  
Type  
Founders  
Company

Originator and Maker

Cast Squares



**Globe Gothic Bold Italic Non-Kerning**

72 Point

3 A \$8 60 4 a \$5 70 \$14 30

**BIG Maple**

48 Point

3 A \$4 60 4 a \$3 00 \$7 60

**Require BANKS**

42 Point

3 A \$3 35 6 a \$3 40 \$6 75

**MAIDS Requested**

36 Point

4 A \$2 70 6 a \$2 40 \$5 10

**WESTERN FORESTS  
Display Ideal Feature**

30 Point

4 A \$2 00 8 a \$2 30 \$4 30

**NEW DRIVER  
Entering Race**

12 Point

13 A \$1 30 25 a \$1 45 \$2 75

**WONDERFUL PRINTING  
Detaining Clever Acrobat  
Country House Thronged  
Gamblers \$1234567890**

24 Point

5 A \$1 60 10 a \$1 90 \$3 50

**SINGLE CITIZEN  
Congested Alleys**

10 Point

15 A \$1 15 31 a \$1 35 \$2 50

**MANY STEEP MOUNTAINS  
Upholstered Sofa Repaired  
Delightful River Excursions  
Society Entertainers Killed**

18 Point

8 A \$1 60 15 a \$1 70 \$3 30

**LONESOME INDIANS  
Musical Duets Charm**

8 Point

17 A \$1 05 35 a \$1 20 \$2 25

**ORIENTAL THEATRES DAMAGED  
Large Type Faces Become Popular  
Family Development Come to Stay  
Contrast Makes Typographical Art**

14 Point

11 A \$1 40 22 a \$1 60 \$3 00

**FINE ARTISTIC PRINTING  
Exquisitely Finished Faces  
American Material Lauded**

6 Point

19 A \$0 95 37 a \$1 05 \$2 00

**BEAUTIFUL NATURAL FORESTS AFIRE  
Great American Type Founders Company  
Latest Innovation by the Manufacturers  
Will Make a Large Difference in Expense  
Specialists Becoming Factors at Printing  
Harmonious Effect Desired \$1234567890**



# ***Globe Gothic Bold Italic***

## ***Non-Kerning***

***This series is the latest and the very best non-kerning italic on the market and it will meet with the approval of all printers who desire an italic type face that is made to stand the severe strain of electrotyping and the general requirements of an italic letter***



***Made in thirteen very useful sizes, six point to seventy-two point***

**AMERICAN TYPE FOUNDERS  
COMPANY**



# *Announcement*

IN DOING IMITATION TYPEWRITER PRINTING,  
THE FOLLOWING DIRECTIONS SHOULD  
BE STRICTLY ADHERED TO:

1. *Always* wash your type-ribbons with soap and water before using.
2. Have the press and all its parts *immaculately clean*.
3. Have new rollers for each color and use them for that color *only*.
4. A good fountain is *necessary*.
5. *Always* secure your shade before starting to run job, using typewriter color sheet.
6. Be careful to run job *evenly*.
7. *Do not* try to get match by mixing inks. Get special ribbons.
8. Train your stenographers as to correct touch. *Do not let them get careless*.



# New Typewriter Faces

12 Point

20 A \$1 85 100 a \$5 50 \$7 35

## SILK REMINGTON TYPEWRITER

Imitation typewritten letters are a most profitable specialty for job printers to handle. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work will purchase elsewhere. You must have special ink and type adapted to this work; then a few cents' worth of silk completes the outfit. If the addresses are to be filled in on a typewriter, have the stenographer write a sample letter. Use this as a color sheet and have the pressman work to it. You can vary the depth of color on the press and not on the typewriter.

12 Point

9 A \$0 95 32 a \$1 80 \$2 75

## OLIVER TYPEWRITER

There is a constantly increasing demand for the printing of imitation typewritten letters, and in all the leading cities wide-awake printers are taking advantage of this fact and increasing their facilities for doing this work. The accurately reproduced typewriter faces offered by the American Type Founders Company, matching the work of leading makes of typewriting machines, are proving a great help to the craft. Distribute The Process Ink on the plate as usual, then put in form. The first few rollings will saturate the silk with ink and it will act as an inked ribbon, giving an impression similar to a typewriting machine.

10 Point

9 A \$0 75 32 a \$1 75 \$2 50

## ELITE OLIVER TYPEWRITER

This work can best be done by printing through a rather heavy piece of China silk stretched over the grippers and left a little slack to prevent smearing. The form is "locked head to the left-hand guide." If two-on is worked, lock the form tail down. After running twenty impressions, the ribbon will be saturated and the press ready and even. The particular kind of cloth used is not important. The crape chiffon, China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. Crape chiffon is the lightest. China silk is generally used. The work is done on linen or hard finish paper. By varying the cloth from crape chiffon through China silk up to the ribbon cloth, the operator can get any desired weight of face. The silk or ribbons will last a long time and when filled up can be washed clean and used again.



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All of our Typewriter Faces  
are sold in Weight Fonts at our Body Type  
Prices and Discounts

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# *American Type Founders Company*

DESIGNERS AND MAKERS OF

## **TYPE**

Mr. Progressive Printer,  
Most Any Land,  
Dear Sir:

There are hundreds of job presses constantly used in the production of imitation typewriter circular letters in our large cities. The rapid increase in the mail order business and use of follow-up systems has created an enormous demand for this work, and no ambitious printer can afford to overlook this avenue of profitable business endeavor.

The accurately reproduced typewriter faces offered by the American Type Founders Company, in such liberal variety, afford any progressive printer the opportunity of engaging in the manufacture of imitation typewritten letters as a specialty. Above the natural satisfaction that comes with success, as evidenced by growth of business and of plant, the American Type Founders Company has the higher satisfaction of knowing that this success is based on the appreciation, by the printers, of good and conscientious work.

Your customers can be induced to order a vastly increased amount of printing if you can show them the value of the modern circular letter. It is an experiment worthy of a serious trial, for many printers have built up a practically independent specialty business in this line of work.

Imitation Typewriter Inks--Purple, Green and Red--are shown in the Specimen Book issued by this Company. If you do not have a copy, write to the nearest selling house and one will be sent to you.

Write us for complete instructions for this work.

### **OLIVER TYPEWRITER**

The following characters are furnished with each complete font:

a b c d e f g h i j k l m n o p q r s  
t u v w x y z A B C D E F G H I J K L  
M N O P Q R S T U V W X Y Z 1 2 3 4 5  
6 7 8 9 0 \$ & ¢ % / @ # ( ) . , : ; -  
\_ = ^ ' " ! ? \*

#### **OLIVER TYPEWRITER**

(Printed through silk)

12 Point 9 A \$0 95 32 a \$1 80 \$2 75

Justifiers in 1 and 5 pound fonts 50 cents per pound

Special high period, comma and underscore furnished to order



84 Point

3 A \$8 45 4 a \$4 80 \$13 25

HERDING  
North River

72 Point

3 A \$6 90 4 a \$3 90 \$10 80

STRANGLE  
Hardest Metal

60 Point

3 A \$6 00 4 a \$3 40 \$9 40

MECHANICS  
Knocked Down

48 Point

4 A \$4 25 6 a \$3 25 \$7 50

STYLE BINDING  
Decorator Holidays



42 Point

4 A \$3 35 7 a \$2 90 \$6 25

PRINTER FRIENDS  
Sociable Manufacturers

36 Point

4 A \$2 60 8 a \$2 40 \$5 00

ORIGINAL DESIGNER  
American Type Invigorates

30 Point

5 A \$2 15 10 a \$2 10 \$4 25

NEW HISTORICAL SCENES  
House Containing Entertainment

24 Point

6 A \$1 75 13 a \$1 75 \$3 50

MICHIGAN ORPHEUM FINISHED  
Conversation Interested Superintendents

18 Point

10 A \$1 65 18 a \$1 60 \$3 25

ELEGANT RENDITION  
North Boston Lemon Clubs  
Comets Arrive on Schedule

10 Point

18 A \$1 25 36 a \$1 25 \$2 50

EXPECT EARLY INDICTMENT  
Condemned Prisoners Are Sentenced  
Kind Magistrate Industiously Studies  
Contents of Ponderous Bound Books  
Millionaire Manufacturer the Victim

14 Point

13 A \$1 45 27 a \$1 55 \$3 00

GRECIAN MYTHS INTEREST  
Many an Interesting Conversation  
Enjoyable Afternoons Maintained

8 Point

21 A \$1 10 42 a \$1 15 \$2 25

ENTERPRISING SOCIETY NEWSBOYS  
Sales Consequently Vastly Increased Thereby  
Profits Make Lighter the Heart of Little Mike  
Most Thunderous Tone Ever Audible in City  
Deafening Roars Make People Think of Babel

12 Point

15 A \$1 25 32 a \$1 50 \$2 75

REVIEWING NATIONAL GUARDS  
Duplicate Declaration of Independence  
Investors Realizing Unusual Dividends  
Foreign Places \$1234567890 Amusement

6 Point

23 A \$0 95 47 a \$1 05 \$2 00

GENEROUS MARGINS DELIGHT THE READER  
Modern Printers Always Given Proper Consideration  
An Artistic Touch Requires Conception of the Beautiful  
Typographers Study Art of Other Periods and Peoples  
Colorado Reports Largest Rainfall for Nineteen-three  
Weather Bureaus in Western States Giving Statements  
Great Agricultural Display \$1234567890 Anticipated Next



## Elements of Design in Decoration of Covers


THERE IS ONE VERY NOTED CHARACTERISTIC  
OF COVER DECORATION THAT SETS IT APART  
FROM MOST OTHER DEPARTMENTS IN DESIGN

**I**T is not unnatural when we consider what the principal function of the cover of a book has grown to be in its evolution from just a simple protective case; and surely, apart from extremely plain-lettered covers, there is more to be said in favor of a cover that serves in some way to suggest the character of the contents of a book than of one that only embodies a scheme of a purely formal line of decoration without any reference to what is contained within. The usual difficulty with many symbolic covers (a difficulty which has led us occasionally to emphasize, at their expense, covers of a more formal type) is that they, and the artists that design them, very often try to symbolize too much. It is a fundamental rule that no element of reality may enter into a scheme of decorative composition without undergoing such modification of its parts as may be necessary to bring it into relation to other elements in design



Recut Caslon and *Recut Caslon Italic* in Practical Display

<i>THE WESTERNER</i>	7
<p>CHAPTER VI</p> <p><b>I</b>N October of that year, Fred Furlman was at a post of the Harlem Bay Company when the news came that a large body of English settlers was at hand. He saw at once what this meant. With only a few hours' preparation he set off on horseback, determined to go to Washington. He meant to see Mr. Webber to tell him how possible it was for the United States to occupy Oregon, and so to prevent him from making a treaty which should surrender that country.</p> <p>With a companion and a guide he left the neighborhood of what is now Walla-Walla. It was a terrible ride. Exactly three months afterwards he was at Santa Fe, having braved the ice</p>	

<i>A TRIP THROUGH</i>	
<i>THE WEST</i>	
<i>A NATURE STUDY</i>	
— WRITTEN BY —	
<i>FRANCIS W. HILLS</i>	
	
<i>BOSTON NEW YORK</i>	
<i>SMITH, WHITE &amp; CO.</i>	
Publishers	

Collins Floret

<p><i>for</i></p>
<p><i>From</i> <b>BARSTOW &amp; HAWKINS</b> 320 South Montana Street, <i>Philadelphia</i></p>

Panel Border



*Recut Caslon Italic*

48 Point

4 A \$4 40 6 a \$3 10 \$7 50

*BIRCH FOREST*  
*Neat Design Selected*

36 Point

4 A \$2 55 9 a \$2 45 \$5 00

*RECUT CASLON TYPE*  
*New Display of Modern Styles*

30 Point

4 A \$2 00 12 a \$2 25 \$4 25

*DESIRES KNOWN METHOD*  
*Ideal Conditions Mean Better Results*

24 Point

5 A \$1 50 15 a \$2 00 \$3 50

*PRESENTED NUMEROUS IDEAS*  
*Beautiful Designs Rewarded Good Printers*

18 Point

8 A \$1 45 21 a \$1 80 \$3 25

*COMPOSITORS LEARN*  
*Marvelous Shop Conditions*

10 Point

15 A \$1 05 43 a \$1 45 \$2 50

*KINGDOMS DEMOLISH WORK*  
*Too Many Printers Use Valuable Time*  
*Solving Intricate Problems For Prizes*

14 Point

11 A \$1 30 30 a \$1 70 \$3 00

*CHEAPER MOTIVE POWER*  
*Destroyers Sailed Northward Today*  
*Careful Printers Follow Instructions*

8 Point

16 A \$0 90 50 a \$1 35 \$2 25

*CONTINUED OBSERVING MONSTERS*  
*Editors Desire Eloquent Writings Always, While*  
*Compositors Demand Plain Manuscript Profuse*  
*With Descriptive Material Useful For Educated*  
*Craftsmen Desiring Standard Knowledge Daily*

12 Point

13 A \$1 20 36 a \$1 55 \$2 75

*COMPOSITORS AND JOB PRINTERS*  
*Marvelous Reproductions in Royal Academy*  
*Before Production Rewarding \$1234567890*

6 Point

18 A \$0 85 53 a \$1 15 \$2 00

*NUMEROUS THOROUGH DESIGNS STYLISH*  
*Printers Requiring Novelties Touching Upon Ordinary*  
*Or Unusual Details Relating to Typographical Display*  
*Surely Observe With Great Satisfaction Newest Designs*  
*Collegiate Championship Marathon Results \$1234567890*



*Recut Caslon Italic in Practical Display*



*COLOR IN ADVERTISING*

*THE attractive power of many good advertisements is oftentimes greatly increased by the use of proper color. From the standpoint of the reader, the right use of that color is of primary importance. As it will probably command his attention, it is important that color should attract, not repel. Strong color used without discretion calls attention to itself, not to the advertisement. Color that is carefully harmonized and used very discriminatingly with regard to the amount and its distribution will help to retain attention and concentrate it upon the important matter in the advertisement. One is an index finger pointing out and making clearer the way to the pith of the advertisement and the other an obstruction beyond which numerous readers never pass*

Empire Border

*THE FISHING SONG*

*Down in the wide, gray river  
The current is sweeping strong;  
Over the wide, gray river  
Floats the fisherman's song.*

*The oar-stroke times the singing,  
The song falls with the oar;  
And an echo in both is ringing,  
I thought to hear no more.*

*Out of a deeper current  
The song brings back to me  
A cry from mortal silence  
Of mortal agony.*

*Life that was spent and vanished,  
Love that had died of wrong,  
Hearts that are dead in living,  
Come back in the fisherman's song.*

*With the rude strain swelling, sinking,  
In the cadence of days gone by,  
As the oar, from the water drinking,  
Ripples the mirrored sky.*

*Yet the soul hath life diviner;  
Its past returns no more,  
But in echoes, that answer the minor  
Of the boat-song, from the shore.*

*And the ways of God are darkness;  
His judgment waiteth long;  
He breaks the heart of a woman  
With a fisherman's careless song.*

*Madison Avenue and Bard Street*

THE FOLLOWING IS A LIST OF THE SPECIAL MATERIALS NOW ON HAND IN OUR SHOW ROOMS, AND WHICH WE ARE OFFERING AT A SPECIAL DISCOUNT TO OUR PATRONS.

*WE wish to call your attention to the special display which we are now making of new fall and winter fancy dress materials. This display comprises the choicest patterns of the leading European manufacturers and was personally selected by our own expert representative. An early inspection will assure you of the opportunities to be derived from this display*

THE FOLLOWING IS A LIST OF THE SPECIAL MATERIALS NOW ON HAND IN OUR SHOW ROOMS, AND WHICH WE ARE OFFERING AT A SPECIAL DISCOUNT TO OUR PATRONS.

*Franklyn Edwardson & Company*

Panel Border



84 Point

3 A \$9 30 4 a \$5 20 \$14 50

BINDERS  
Stone Bank

72 Point

3 A \$7 50 4 a \$4 25 \$11 75

RINGMEN  
Broad Marks

60 Point

3 A \$6 35 4 a \$3 65 \$10 00

MORPHEUS  
Brother Daniel

48 Point

3 A \$4 00 6 a \$3 50 \$7 50

LIGHT MONTH  
Champion Student



New Caslon

42 Point 4 A \$3 50 6 a \$2 75 \$6 25

TENOR SINGERS  
Procure Caslon Type

36 Point 4 A \$2 65 7 a \$2 35 \$5 00

HONESTY REMAINS  
Lumber Industry Thrifty

30 Point 5 A \$2 25 9 a \$2 00 \$4 25

TIRED PIGEONS TUMBLE  
Logical Players Served Knights

24 Point 5 A \$1 65 12 a \$1 85 \$3 50

IMPORTED TYPES CONTINUE  
Typographical Novelty Everywhere

18 Point 8 A \$1 55 17 a \$1 70 \$3 25 10 Point 17 A \$1 25 34 a \$1 25 \$2 50

RICHEST DESIGNER  
Docked Burning Steamer  
Neat Workmen Organize

TRUE FRIENDSHIP BROKEN  
Shakespeare Still Lives in History  
Designing Typographical Novelties  
Printers Benefit for Hospital Fund

14 Point 12 A \$1 45 24 a \$1 55 \$3 00 8 Point 21 A \$1 10 42 a \$1 15 \$2 25

BEAUTIFUL NEW CASLON  
Handsome Leaflets and Folders  
Reward Practical Printers Now

MANY UNWISE EARLDOMS REMAIN  
Beautiful Reliable Printing Becomes National  
Successful Under Average Model Conditions  
Many Sections Where Ideal Service Abounds

12 Point 15 A \$1 30 30 a \$1 45 \$2 75 6 Point 23 A \$0 95 47 a \$1 05 \$2 00

DESIRE WONDERFUL STORIES  
The Publisher Requires Modern Type  
Diogenes Looked For An Honest Man  
Always Entertain Notions \$1234567890

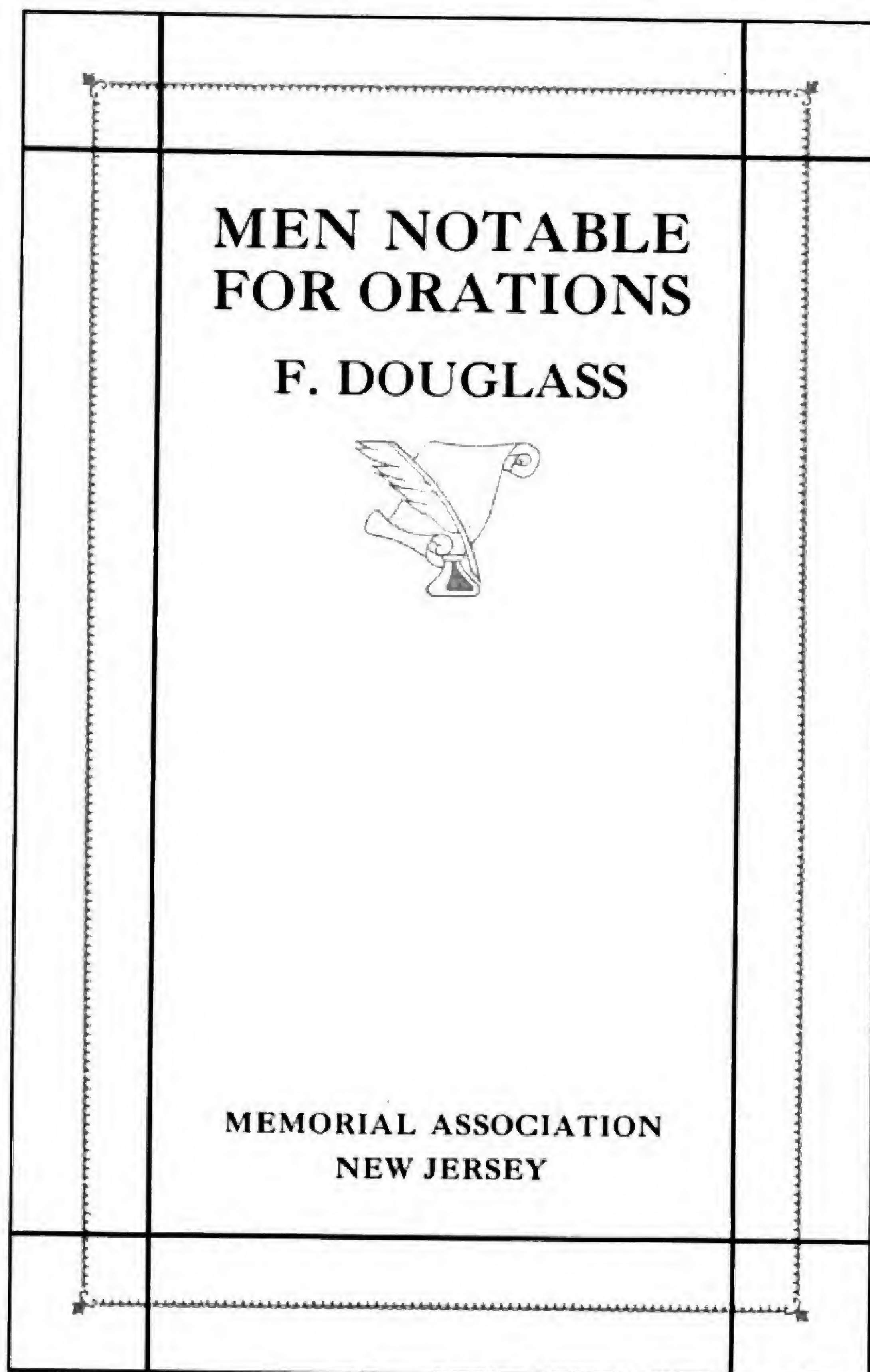
NEW CASLON MEANS REAL STANDARD TYPE  
Practical Knowledge of the Printing Art Comes Readily  
The Reliable Type Faces Are Produced by this Foundry  
Beautiful Natural Scenery Abounds in Italy \$1234567890

5 Point 21 A \$0 95 42 a \$1 05 \$2 00

LOGICAL ADVICE TAKEN RIGHT AIDS WONDERFULLY  
The Government Inspectors Remaining Silent Prepare Sensations  
Treasury Departments Which Control Large Amounts Introduced  
International Questions Require Powerful Thinkers Every Time



## New Caslon in Practical Display



Versatile Ornament No. 88 Panel Border

## LONG ISLAND RESORTS

**Where to go?** Where is the best place to go this summer? Is there a well-conducted city home in America where this welcome yet puzzling question has not awakened interest and brightened the eyes of all within range?

Now if the fourth and fifth words are accented there is only one answer—LONG ISLAND. There is no place where you can have so much comfort or such good sport as on Long Island. "Everyone knows Long Island," you say? Yes. You know there is a Long Island. You know of thousands living there. Hundreds of thousands summer there. But you don't realize its varied charms have brought to its hospitality many more

Island of  
Pastimes

pleasure-seekers than go to any of the other sections or resorts. Isn't it worth your while to investigate and prove the worth of such evidence yourself—by personal experience? Think and read on.

This is for those who do not know exactly what Long Island is today. Long Island is the largest island on the eastern coast of the United States—123 miles long and from 15 to 25 miles wide, with a coast line of over 400 miles. Long Island's physical contour and geographical location are such that it receives the maximum of the ocean's cooling breezes. These remarkably steady winds in the summer come from the south, direct from the ocean—pure, life-giving and rich in ozone

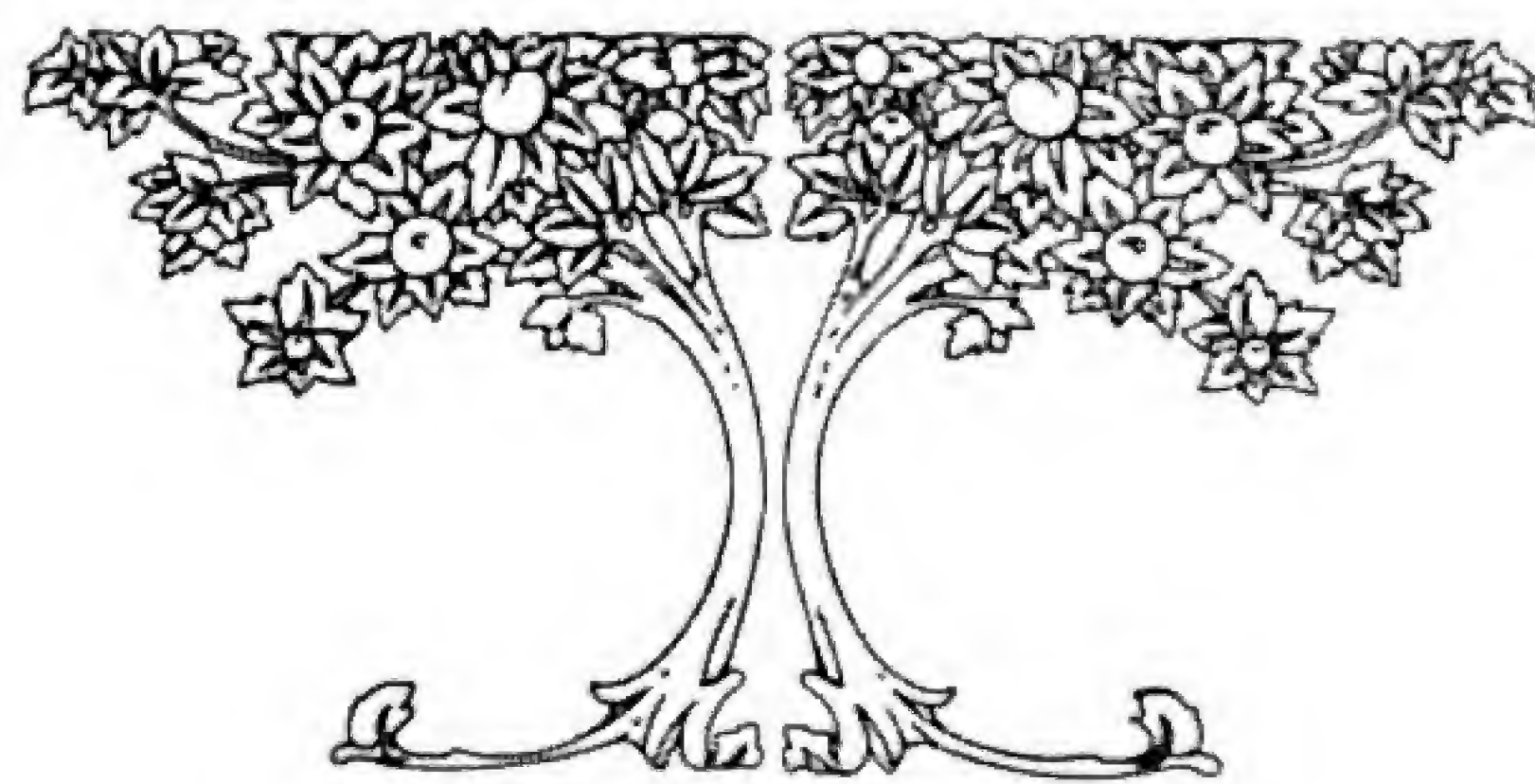


# FREDERICK DOUGLASS AT BUREN DECORATION DAY

**F**RRIENDS and Fellow Citizens. Tarry here for a moment. My words shall be few and simple. The solemn rites of this hour and place call for no lengthened speech. There is, in the air of this resting-ground of the unknown dead, a silent, subtle and all-pervading influence, more touching, impressive, and thrilling than living lips do ever utter. Into the measureless depths of every loyal soul it is now whispering lessons of all that is precious, priceless, holiest, and most enduring in human existence.

Dark and sad would be the hour to this nation when it failed to pay grateful homage to its greatest benefactors. The offering we bring today is due alike to the patriot soldier dead and their noble comrades who still live; for, whether living or dead, whether in time or eternity, the loyal soldiers who imperiled all for country and freedom become one and inseparable. Those unknown heroes whose

# RESIDENCE RESORT PLEASURE-SEEKERS TOOK LONG ISLAND



WHERE COOL  
BREEZES  
BLOW

## Long Island Residence Hotels

### HOUSES EVERYWHERE



---

THE OFFICE BOY

*O, joy supreme! Say, talk about your happy kids, well, maybe I ain't the real little cherub of sunshine. Le' me tell you the cause of all this happiness. You know how nice the weather has been lately, well, it does make a fellow feel pretty peevish when he has to stick in an office while all the other kids are out playin' ball or swimmin'. Well, day before yesterday I sure did have 'em. I felt just about as gloomy as Dr. Koch when he got that Kopenhagen report. Well, just as I was ready to do something rash, I hear three buzzes. Now, of course, three buzzes that's my signal to hot foot it into the boss' office, so I bolts in expectin' to find the next atmosphere rather chilly and I also had a hunch that I was due for a very good bawling out. But instead of t*  
*stare, there sat his nibs waitin*  
*with a big broad smile. Now*  
*the boss isn't a chronic grouch*

28

---

*The Works of*  
**FREDERIC  
WILLIAMS**

Volume II

---

**Beatrice  
Fowlers**

*PART 1*

---

SPECIAL HAND  
MADE EDITION

---

*The Complete Works of*  
**James Henry  
Humperdinck**

*Second Edition*



VOLUME XXVIII

**EARLY COMPOSERS  
AND THEIR WORKS**

---

*JAPANESE IMPERIAL  
VELLUM EDITION*

---

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*THE KIND OF MEN TO HIRE*

**R**ECIPE for picking out the best business executives furnished by a writer for a large phrenological journal, whose definition about an executive is "an indoor business man." In the hope that his rules may prove valuable to the business world generally, a few extracts are quoted: "An employer who wishes to select an indoor business man needs a person who has the vital temperament, one who also has the following faculties always present: Casualty, comparison, order, human nature, calculation, secretiveness, conscientiousness and veneration."

"The head of an indoor business man will consequently be broad in the upper part of the forehead, and

13



*New Caslon Italic*

48 Point

3 A \$3 90 6 a \$3 60 \$7 50

*MINERS NOTES*  
*Students Instruction*

42 Point

4 A \$3 30 7 a \$2 95 \$6 25

*NEW BENCH REST*  
*Caslon Italic New Faces*

36 Point

4 A \$2 40 9 a \$2 60 \$5 00

*EIGHT MUSKETS FIRE*  
*Decreased Hunters Rewards*

30 Point

4 A \$1 80 11 a \$2 45 \$4 25

*MODEL TYPES*  
*Pleased Consumer*

12 Point

13 A \$1 15 38 a \$1 60 \$2 75

*CONTAIN BEST FEATURES*  
*This New Caslon Series rewarding*  
*Our careful printers \$1234567890*

24 Point

5 A \$1 50 14 a \$2 00 \$3 50

*FINE MOUNTING*  
*Desiring Caslon Italic*

10 Point

15 A \$1 05 44 a \$1 45 \$2 50

*EXPOSITION IN PROSPECTIVE*  
*Typographical history dates to early age*  
*Many years ago being used extensively*

18 Point

8 A \$1 35 22 a \$1 90 \$3 25

*INSPECT TYPE OFTEN*  
*Printers Gain By Experience*

8 Point

17 A \$0 90 51 a \$1 35 \$2 25

*INTEREST CENTERING ABOUT CASLONS*  
*No office will have its requirements entirely suited*  
*Unless Caslon faces are introduced extensively as*  
*They contain ideal features modern type requires*

14 Point

11 A \$1 25 30 a \$1 75 \$3 00

*YOUNG FOREMEN RETIRED*  
*Praise New Caslon Italic Type Face*  
*Demand Superior Wearing Quality*

6 Point

20 A \$0 80 60 a \$1 20 \$2 00

*INCLUDING ORIGINAL CHARACTER FEATURING*  
*Heavy snowstorms are reported in many sections of the west*  
*Many aeroplanes were destroyed while maneuvering Friday*  
*Beautiful New Caslon Italic repays handsomely \$1234567890*

5 Point

17 A \$0 80 52 a \$1 20 \$2 00

*HANDSOME DESIGNS WROUGHT FROM NEWCASLON ITALIC*  
*More noble deeds of valor and strength of the American people are noted*  
*Silent riders passed down the mountain side shortly after eleven o'clock*  
*American Type Founders Company still leads all the world in production*



# HORTINE

*At the  
Sign of the  
Golden  
Eagle*

HIGH-GRADE GOODS  
FOR PARTICULAR  
PEOPLE

THE

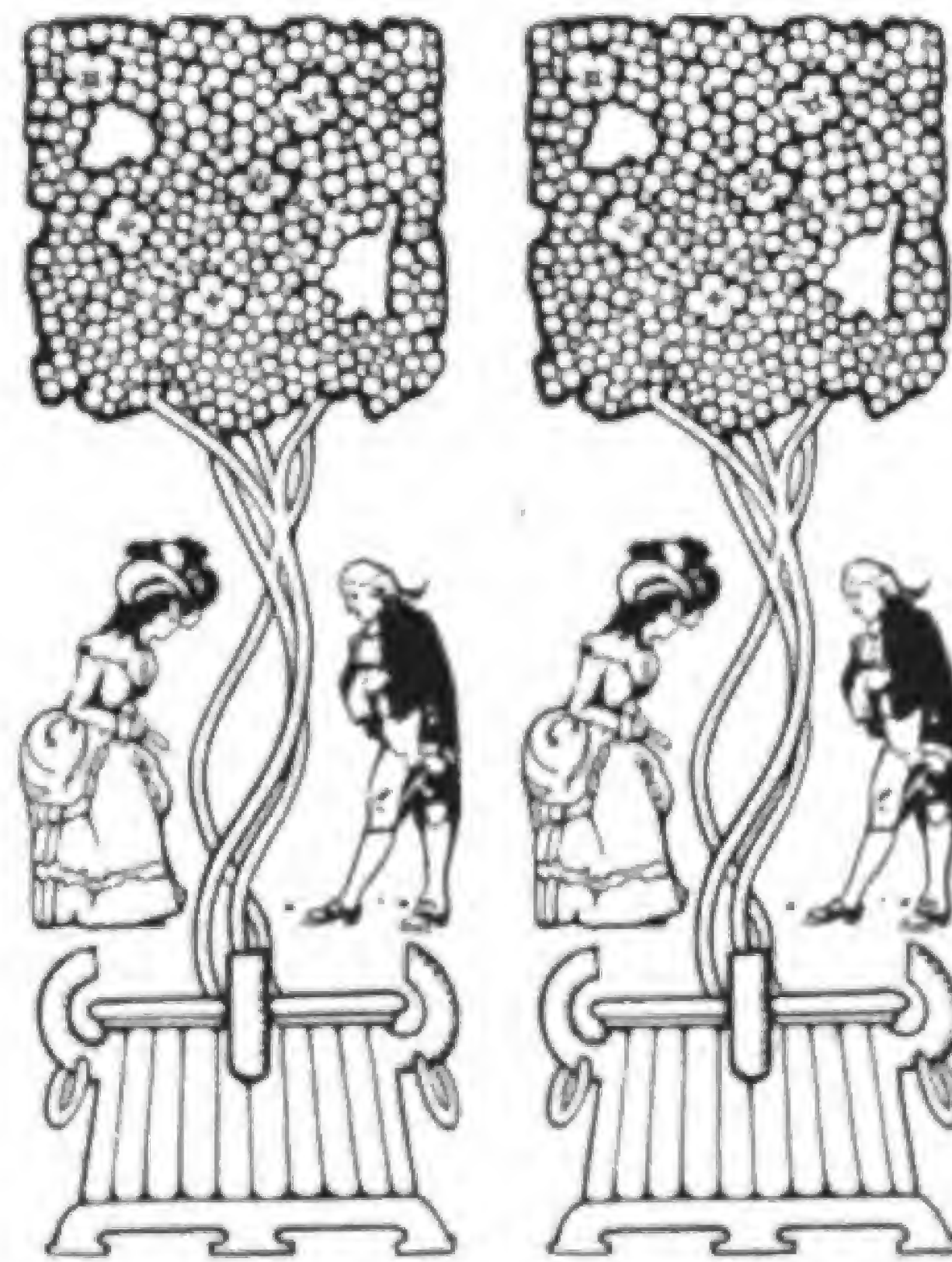
## *Stylish Clothier*

JOHN H. HORTINE  
Proprietor

No. 580 Northard Street, KANSAS CITY

### *Entire Winter Stock at a Big Reduction*

*Anticipating the need of room to display the large and varied stock of spring and summer goods which will shortly arrive, I have decided to make the reductions on my present stock so attractive that it will be impossible to resist them. This assortment includes a splendid variety of styles and patterns that will appeal to every person of good taste. They're away from the ordinary, and most of them cannot be duplicated at almost double the price. Some of the cleverest fabrics that the mills turn out are shown among this price-revision sale. Many of the finest staple weaves are presented for your approval—kerseys, oxfords, meltons, mixtures, in the overcoats; standard blues and blacks, the smoother qualities of the rough weaves and smartest mixtures among the suits; in fact they are the overcoats and suits that have set a standard this season among the highest type of clothes for men. In the boys' department a similar reduction is now taking place, and the prices quoted there defy competition. Double-breasted styles, in sizes eight to eighteen years, are here in profusion. Pleated Norfolk suits, in various styles and sizes, many with two pairs of knickerbockers—and some of the cleverest all-wool fabrics turned out this season are here*



### *OUR STOCK OF SPRING GARMENTS*

*"Guaranteed Satisfaction" is the Motto  
that has given the HORTINE store  
its Popularity and Prominence*

*Telephone Number 2315 Americus*

*FOR THE COMING SEASON WILL INCLUDE  
MANY INNOVATIONS FOR THE STYLISH  
DRESSERS TO MAKE THEIR SELECTIONS  
FROM. ALL THE LATEST IDEAS FROM THE  
GREAT FASHION CENTERS OF THE WORLD  
ARE BEING COLLECTED FOR THIS EVENT*



96 Point

3 A \$8 40 4 a \$5 10 \$13 50

KING Silver

84 Point

3 A \$7 20 4 a \$4 40 \$11 60

Coldest MINE

72 Point

3 A \$5 75 4 a \$3 50 \$9 25

HERDER Notes

60 Point

3 A \$5 00 4 a \$3 10 \$8 10

HUNTS MINERS  
Secret Names Lost

48 Point

3 A \$3 20 6 a \$3 05 \$6 25

PRINTERS REFUSED  
Display Caslon Quality



Condensed Caslon

42 Point 4 A \$2 60 8 a \$2 65 \$5 25

TRUSTED MEN SIGNED  
Demand Condensed Caslon

36 Point 4 A \$2 10 8 a \$2 15 \$4 25

MODERN TERMS GRANTED  
Honest Typographical Printing

30 Point 6 A \$2 00 11 a \$2 00 \$4 00

SECURED AMBITIOUS WORKERS  
Gentleman Withdrew Promises Given

24 Point 7 A \$1 65 15 a \$1 85 \$3 50

UNIFORMED ENSIGN ORDERS RETURN  
Musicians Discourage Beautiful Cornet Player

18 Point 12 A \$1 60 22 a \$1 65 \$3 25

SPECIAL NOVEMBER SALE  
Condensed Caslon For Display

10 Point 21 A \$1 20 42 a \$1 30 \$2 50

PROSPEROUS KINGDOMS EXISTED  
Modern Compositors Fervently Praised  
Newspapers Demand Caslon Condensed

14 Point 15 A \$1 40 30 a \$1 60 \$3 00

PRINTS MODERN ADVERTISING  
Condensed Caslon Often Used Should  
Satisfy the Most Fastidious of Printers

8 Point 24 A \$1 10 46 a \$1 15 \$2 25

ENTERTAINED THOUGHTFUL GENTLEMEN  
Type Printing Conditions Have Improved Since the  
American Type Founders Company Saw That the  
Printer is Supplied with Every Known Convenience  
That is Made to Produce Modern Artistic Printing

12 Point 19 A \$1 35 38 a \$1 40 \$2 75

REAL DELIGHTFUL MYSTERY SOLVED  
Absolutely Honest and Careful Printer Required  
American Type Founders Face \$1234567890

6 Point 26 A \$0 95 52 a \$1 05 \$2 00

WANDERING COMPOSITOR INTERESTS FOREMAN  
To Realize a Profit from the Composing Room It Requires  
Active, Aggressive Planning Manifested in Many Ways. In  
the First Place a Composing Room Should be Arranged so  
That no Steps May Be Wasted By Workmen \$1234567890

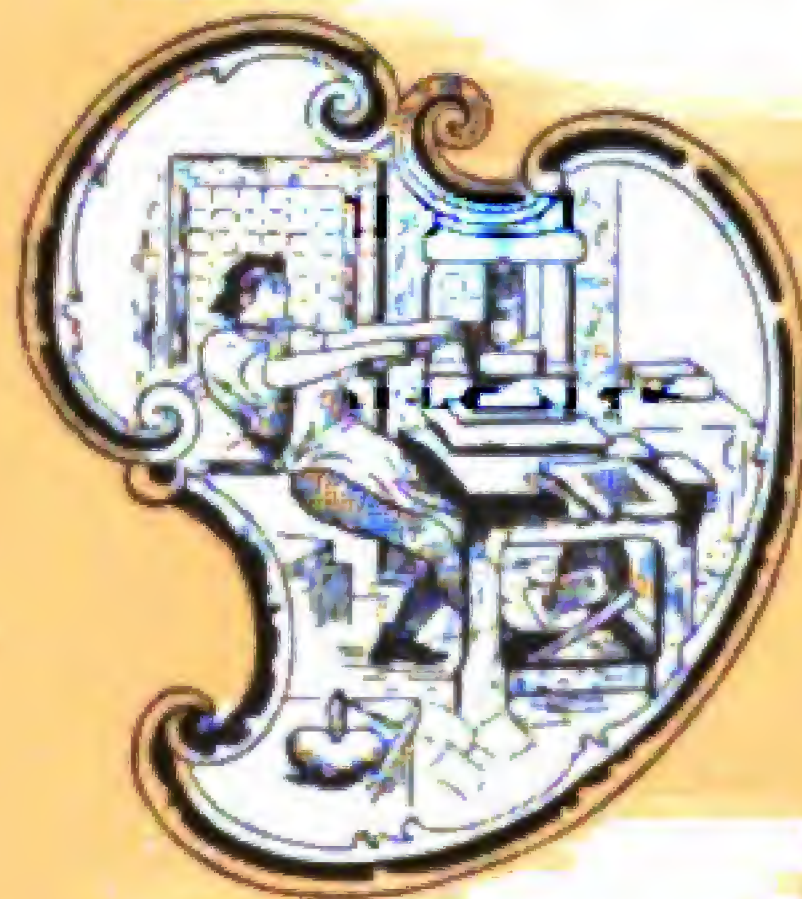


# PROGRESSIVE ADVERTISING

**FRANCIS CLARK**  
Editor and Publisher

**113 NASSAU PLACE**  
INDEPENDENCE BUILDING  
CHICORA, MISSISSIPPI

**PUBLISHED  
MONTHLY**



**SUBSCRIPTION  
\$5.00 PER YEAR**

It accurately expresses  
advertising conditions  
and possibilities in the  
richest field for profit-  
able advertising in all  
of the Southern States

**W**ILL speak for the best in advertising—independently—and will accurately express the advertising conditions of which Chicora is the geographical and trade center. Trade conditions in the smaller towns and cities and rural districts will be thoroughly considered, localities in which every advertising dollar will earn biggest dividends—if properly directed and backed by right selling organization and earnest work.

I have just finished a 9,000-mile trip. Speaking, observing, writing and counselling. I want advertisers to know about the splendid possibilities I have observed. The \$5.00 annual subscription will reveal much goodness and opportunity. It will keep you close to places where it will pay for your advertising to go. It will enable you to get more than a dollar's worth of advertising for a dollar. It will afford you an advantage over your competitor. It will bring to your business the latest and best ideas of an expert of the highest calibre. You cannot very well afford to be without it. Remit today and begin with the first issue. Address:

**PROGRESSIVE  
ADVERTISING**

**CHICORA**

**MISSISSIPPI**

## Words of Others About FRANCIS CLARK

T. D. Cobb, Cola Coca Co., Pres. Associated Adv. Clubs of America. "Happy faculty of getting close to folks."

Charles R. Brodey, of McGinnis' Magazine. "His broad knowledge of advertising and years of experience mean success."

Fred. Leo Mahin, St. Paul. "As a thoughtful inspirational writer on any advertising topic, he stands at the head."

Stanley J. Flague, Chicago. "I know of no one who is able to do the work better than Mr. Clark."

Adolphus Copper, Toledo, Kan. "He has the faculty of getting right at the root of propositions and putting them in a forceful manner."

E. G. Petterson, Hollier's. "His writings have always been forceful."

Jonathan Wm. Chopple, National Magazine. "He has made it a profession."

William Sheldon, Minneapolis. "I believe him to be one of the greatest writers of the country."

Abraham Silberstrauch, Mgr. Jewish Daily News, New Orleans. "His work is full of live ideas that are mighty interesting."

Publisher Detroit Citizen. "He knows big business and how to tell it inspiringly to others."



Condensed Caslon in Practical Display

FIFTIETH ANNUAL SALE OF

“Bubrand”  
Scarfs

CONSISTING OF MANY NEAT AND NOBBY  
DESIGNS FOR THE CRITICAL CUSTOMER

Fifteen hundred fine scarfs, variety of which is great, embracing eight plain colors, an almost endless combination in stripe and neat effects on dark and medium grounds. This stock is made of best domestic and imported silks in reps, satins, amures and surahs. An ideal assortment affording a very wide range of selection. When you examine these scarfs, take particular notice that they have the wide, open ends. They are a manufacturer’s stock, and made to sell at prices from 50 cents to \$1.00

Economy in price has not been offset by economy in material. These scarfs are in every respect all that we aver. They are the best value in this city today at

25c

MONK & SIREN

CORNER SEVENTEENTH AND HENRY STREETS

Ned Hartmain  
Printery

ENGRAVER  
PRINTER  
BINDER

The few circulars sent forth from this modern printing office, merely made known its aim and purpose. It was too early then to speak with authority of its accomplishments and cite reasons why you should grant it favor or patronage. The sturdy ideal for which it stands has met success from the very outset and we have had three years as one busy season. In this time we have executed our work in such a manner that we feel proud, and contained in our books of samples are many interesting specimens of good printing. The object of this effort is to establish closer relationship with all our friends and patrons here

Telephone  
Number  
124-M



The Model Shop  
LOCATED AT HELM STREET  
AND BELMONTER AVENUE

Art Ornament I-120001

Printing

UNRIVALED FACILITIES ENABLE  
US TO GUARANTEE OUR QUALITY  
AND IT AMOUNTS TO NO SMALL  
DEGREE, FOR THIS REMARKABLE  
SUCCESS IN PLEASING EVERYONE

MENHER  
PRINT SHOP

The kind you ought to use and when you ought to have it, that is when you really need it. We have contracted the habit of satisfying all our customers. Our work as a business getter is of the highest quality



Heavy Caslon

84 Point

3 A \$9 45 4 a \$5 30 \$14 75

FINDERS  
Hold Firm

72 Point

3 A \$7 70 4 a \$4 40 \$12 10

KITCHENS  
Decide Race

60 Point

3 A \$6 70 4 a \$3 80 \$10 50

SMOULDER  
Honors Given

48 Point

3 A \$4 45 5 a \$3 05 \$7 50

REIMBURSING  
Binders Entertain



42 Point3 A \$3 30 6 a \$2 95 \$6 25

MODERN CITIES

Remains Handsome

36 Point4 A \$2 80 6 a \$2 20 \$5 00

PRESIDING KNIGHT

Decoration Harmonious

30 Point5 A \$2 20 9 a \$2 05 \$4 25

MENTIONED CHILDREN

Remunerative Considerations

24 Point6 A \$1 85 10 a \$1 65 \$3 50

DETERMINING INSTRUCTION

Conventional Shouters Disembarked

18 Point8 A \$1 55 16 a \$1 70 \$3 25

PROMISED METHOD

Noticeable Despondency

10 Point16 A \$1 20 32 a \$1 30 \$2 50

RICH MERCHANDISE HELD

Peculiarly Adapted for Magazine

Advertisements and Stylish Work

14 Point12 A \$1 45 23 a \$1 55 \$3 00

REIMBURSED PRESIDENT

Fashionable Printers Entertain

Railroad Engine Climbs Mount

8 Point19 A \$1 10 38 a \$1 15 \$2 25

DISTINGUISHED LOGICAL CONCEPT

Scientist Claims Most Original Distinction

Soft Pedal Professor, Here Comes Hamlet

A Type Combining Usefulness With Beauty

12 Point14 A \$1 30 29 a \$1 45 \$2 75

EIGHT DENOUNCE PRESIDENT

Requirement Sometimes Nonsensical

Demands Satisfaction \$1234567890

6 Point20 A \$0 95 40 a \$1 05 \$2 00

HOLIDAY MONTHS SHORTEST OF YEAR

A Time for Kind Thoughts and Noblest Impulses

Let Your Higher Nature Rule All Your Actions

Figures Uniform \$1234567890 Clear and Strong



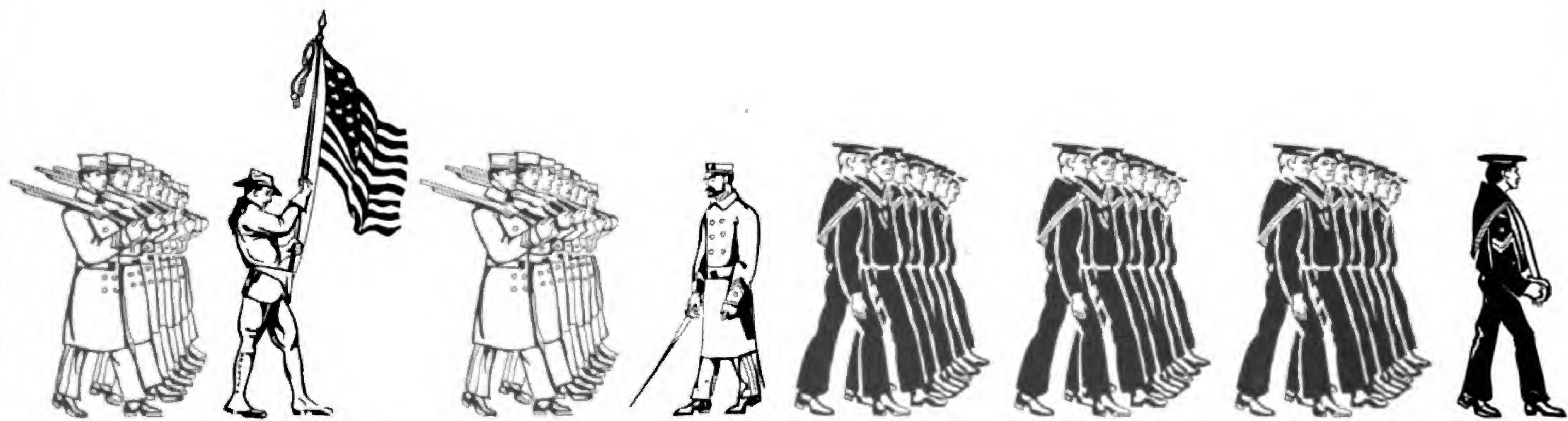
# Marine Celebration

Exhibition  
and General Marine  
Review

## Official Programme

Line of March  
Explanation of Floats  
Illustrated


New York City  
February Twenty-Second  
and Twenty-Third





Heavy Caslon Shown in Practical Display

Overcoats \$25 up  
Suits \$19 to \$40



**Behmard  
Store**  
48 East Broadway

**Thoroughmade Clothes are  
like a Thoroughbred Horse**

Back of each there must be a strictly unblemished pedigree. Without which there is neither the thorough breeding of a horse nor the thorough making of clothes. Strip check-rein and trappings off an ill-bred horse and straightway he droops into dispirited cobship. Put an ill-made suit on a live man and send it through a rainstorm, and it wilts into forlorn swathing. When a man makes a purchase of clothing he should be sure that the garments are backed by a real pedigree—blue-blooded clothes

Versatile Ornament




**American Type  
Founders Company**  
LEADER OF FASHIONABLE TYPE STYLES

The type, borders, ornaments and other printing materials made by this Company excel in design, and their durability is assured by practical use of the best ingredients for their respective requirements. The printing office equipped with its productions is worth more for either use or sale than one made up from the materials of incomplete type foundries

Twentieth Century Ornament

**A Virile  
Story of  
Wild Life**



By H. B. GREN

**I**N the Alaskan goldfields Gren has shared the wilderness life of hunters, ranchmen, hostile indians and mormons. His hero is saved from a lone death in the desert, rides, fights and loves with the people who have so gallantly taken him in. Their leader, the giant patriarch of the vast Purple Desert, is more typical of his time and place than any character in fiction. The earnest taming of the wild horse Silvermane, the quest for Mescal, the young girl of the sunset, through mirage and sand storm, are but two of the many thrilling events in its very finely written and illustrated chapters

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MARSDEN PRINTING COMPANY

Versatile Ornament



Comstock

36 Point 3 A \$3 05 4 a \$1 95 \$5 00

**ERECTS MONUMENT**  
**Newest Style Pleased**

30 Point 4 A \$2 50 5 a \$1 75 \$4 25

**MINING ENGINE INSURED**  
**Unpretentious Compositor**

24 Point 5 A \$1 90 7 a \$1 60 \$3 50

**TURNED HORSES WESTWARD**  
**Some Very Graceful Characters**  
**Comstock Popular with Printers**

18 Point 7 A \$1 70 10 a \$1 55 \$3 25

**MARBLE STAND ORNAMENTS PARLOR**  
**Strong Display Obtained Without Crudity**  
**Pleasing Face Showing Beauty and Style**

14 Point 9 A \$1 50 15 a \$1 50 \$3 00

**BOLD MONARCH DREAMS**  
**Mysterious Vehiole Coming**  
**Renews the Royal Prestige**

12 Point No. 2 15 A \$1 50

**WHO KIOKS THE DEVIL IS ONE**  
**GREAT BOYS ONCE PRINTERS**  
**TAKE ROYAL ROADS TO FAME**  
**HOWEVER ALL ARE NOT WISE**

12 Point No. 1 12 A \$1 40 20 a \$1 35 \$2 75

**WHO KNOWS THE JOY OF WORK**  
**A Favorite Among Check Printers**  
**Mighty and Strong \$1234567890**

12 Point No. 3 18 A \$1 50

**PAUSE HERE AND GIVE YOUR OFFIOE**  
**TOWEL A FEW JERKS TO HELP YOU TO**  
**REMEMBER THE NAME IS OOMSTOOK**  
**FRANKLIN EDUOATED HIMSELF HERE**



COMSTOCK AND BLAIR IN COMBINATION

AN INVITATION IS  
EXTENDED TO PRINTERS TO  
STUDY THE

# **Comstock and Blair**

COMBINATION, WHICH  
IMPARTS, WITH LITTLE EFFORT, A  
MAGNIFICENT

## **Lithographic Effect**

FORMING A DESIRABLE  
AND PLEASING COMBINATION  
FOR THE CRAFT

KEPT IN STOCK AND FOR SALE AT  
ALL SELLING HOUSES OF

**American  
Type Founders  
Company**



CONDENSED COMSTOCK

48 Point

4 A \$5 00

CHECKS REMIND

36 Point

5 A \$3 75

INSURE FINEST HOMES

30 Point

5 A \$3 00

HIGHEST MARKET STOCKS  
SENT INTERESTING BINDER

24 Point

7 A \$2 50

ENTERPRISING MINSTREL SHOWS  
PUBLIC DESIRED MODERN PRINTS

18 Point

10 A \$2 00

SENATORIAL ELECTION  
PROMISING CUSTOMER

12 Point No. 3

17 A \$1 50

DEMAND SOMETHING ORIGINAL  
PRESERVING INDEX DOCUMENT  
SOME MODERN REQUIREMENTS

14 Point

13 A \$1 75

ENGRAVED WEDDING CARDS  
GENUINE TRADE INCREASER

12 Point No. 2

21 A \$1 50

ENTERPRISING COMPOSITOR SAVES  
EARNS AMERICAN HUNTING OUTFIT  
PROMOTIONS LARGE \$1234567890

12 Point No. 4

15 A \$1 50

HURT DIGNIFIED BANK PRESIDENT  
THOROUGH WORKERS REWARDED

12 Point No. 1

25 A \$1 50

OBTAINED ELEGANT ENGRAVED APPEARANCE  
COMMERCIAL WORK RECEIVING PROPER TONE  
FINE PRODUCTION PLEASED GOOD PRINTERS



COMSTOCK CONDENSED AND BLAIR CONDENSED IN COMBINATION

STATEMENT

AS REPORTED TO SUPERINTENDENT OF  
BANKS OF THE STATE OF MAINE

THE  
HARTEM BANKING  
COMPANY



DIRECTORS:

RICHARD MATTHEWSON  
DANIEL KNOWLES  
CHRISTOPHER BARWIND  
GEORGE BEMEN  
CLAUDE REYNOLDS

MADISON & CENTIMER  
WHOLESALE CHEMISTS

BROADWAY AND FORTY-EIGHTH STREET, SAN FRANCISCO

R

ESTABLISHED 1841

REORGANIZED 1894

KENSINGTON DIME BANK

4 PER CENT INTEREST ON SAVINGS DEPOSITS

CAPITAL \$85,000

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

MARTIN SMITH, PRESIDENT

PETER DONNELLY, SECRETARY

MAURICE HENDRICKS, TREASURER

DANIEL BRESTUN & COMPANY

MANUFACTURERS' SALES AGENTS AND WHOLESALE AND RETAIL

BOOKSELLERS

ENTIRE LIBRARIES BOUGHT, SOLD AND EXCHANGED

NINTH AND GRAND STREETS

SALEM, MASS.

IF NOT DELIVERED AFTER FIVE DAYS RETURN

KENT ELECTRIC DYNAMO

CORNER EXCELSIOR AND THURSTON ST  
DETROIT, MICH

DR. RICHARD KIRSCHBIE

VETERINARIAN

574 MAIN STREET

BROOKLYN, N. Y.



BLAIR

24 Point No. 2

5 A \$2 50

NICE DISCERNMENT  
PRINTS FIT DESIGNS

24 Point No. 1

6 A \$2 50

REFINEMENT DELIGHTS  
SUPERIOR EXPERIENCE

18 Point No. 2

8 A \$2 00

PRINTING MINDS CHARMED  
INSPECTED SOME DESIGNS

18 Point No. 1

9 A \$2 00

SUBMERGE TREMBLING CHICK  
MANY REMARKS CONDEMNED

12 Point No. 4

11 A \$1 50

USERS OF PRINTING  
REQUIRE SOME FINE  
WORK \$1234567890

6 Point No. 4

16 A \$1 00

FULL CASES EARN DIVIDENDS  
MOST EXTENSIVE ITEM IS TIME  
SEE THE DIGITS \$1234567890

12 Point No. 3

14 A \$1 50

INCREASE PRODUCTION  
BY ABOLISHING UNWISE  
IMPRACTICAL METHODS

6 Point No. 3

19 A \$1 00

THIS FACE WILL REMAIN MODERN  
SUCH DIGNITY IS ALWAYS IN STYLE  
USEFUL ON MENU AND CARD JOBS

12 Point No. 2

16 A \$1 50

PICKING SORTS IS A FUTILE  
HABIT CAUSING PROFIT AND  
EQUANIMITY TO TAKE WING

6 Point No. 2

23 A \$1 00

DOCTORS AND LAWYERS WANT DIGNIFIED  
PRINTED MATTER BECAUSE THEY HAVE TO  
SUSTAIN DECENT PROFESSIONAL DIGNITY

12 Point No. 1

18 A \$1 50

QUADS IN SPECIAL CASES SERVE  
THEIR PURPOSE WELL BUT A FEW  
KEPT IN TYPE CASES SAVE STEPS

6 Point No. 1

29 A \$1 00

WHERE IS THAT BADLY BANGED COPPER THIN SPACE  
IN THE CASE WHERE YOU TOOK PAINS TO RETURN IT  
SUCCESS IS ACQUIRED THROUGH PERSEVERANCE

6 Point No. 0

46 A \$1 00

A WRITER IN ONE OF THE TRADE PAPERS EVIDENTLY OF A STATISTICAL TURN OF  
MIND HAS THIS TO SAY CONCERNING PICKING IN THE COMPOSING ROOM OF A  
LARGE PLANT I SAW A COMPOSITOR MAKING UP THE STANDARD ADVERTISEMENT



CONDENSED BLAIR

24 Point No. 29 A \$2 50

USEFUL CONDENSED TYPE FACE  
CHARACTER AND QUIET DIGNITY  
DELIGHT THEIR ARTISTIC SENSE

24 Point No. 111 A \$2 50

REMARKABLE UNIFORMITY IN SPACING  
FASTIDIOUS CUSTOMERS ADMIRE THIS  
CERTAIN TO REMAIN LONG IN FASHION

18 Point No. 214 A \$2 00

DELIBERATE AND PLAN  
IF YOU DESIRE TO BE A  
PROFICIENT WORKMAN

12 Point No. 227 A \$1 50

PERHAPS YOU WORK TOO HARD WITH  
HANDS AND FEET WHILE YOUR SKULL  
MUSCLE IS TAKING IT EASY, WAKE UP

18 Point No. 116 A \$2 00

DEMAND MAY BE CREATED  
BY EXAMPLE QUITE OFTEN  
GET OUT NICE LITERATURE

12 Point No. 133 A \$1 50

PUZZLING QUESTION CONFRONTS THE BOSS  
HANDS ARE ALL WORKING AT UTMOST SPEED  
YET WHY IS IT THAT RESULTS ARE MEAGRE

12 Point No. 419 A \$1 50

THE CHARACTERISTIC DIGNITY SO  
MANIFEST IN THIS TYPE MAKES IT  
ESPECIALLY LIKABLE \$1234567890

6 Point No. 430 A \$1 00

IT IS NOT UNCOMMON TO SEE COMPOSITORS BUSILY  
ENGAGED IN PULLING SORTS AND IN PUTTING THEM  
BACK AGAIN OR IN TAKING LONG JAUNTS IN PURSUIT  
OF MATERIAL WHICH SHOULD BE HANDY \$1234567890

12 Point No. 322 A \$1 50

GREAT TYPOGRAPHICAL EXCELLENCE IS  
OFTEN A MATTER OF SENSIBLE REGARD  
FOR THE FINER ETHICAL REQUIREMENTS

6 Point No. 334 A \$1 00

BLAIR CONDENSED HAS ITS PURPOSE AND USEFULNESS AND  
THAT SIMPLICITY SO NECESSARY TO DIGNIFIED PRINTING  
FACES THAT COMPOSITORS ALSO ADMIRE ARE NOT LIKELY TO  
REMAIN LONG IDLE IN THE CASE AND TYPE THAT WEARS OUT  
IN USEFULNESS IS THE KIND TO BUY BECAUSE PROFITABLE

6 Point No. 240 A \$1 00

THE BUSINESS MEN OF THE UNITED STATES ARE BETTER EDUCATED ON  
PRINTING AND TYPE THAN ARE THOSE OF ANY OTHER COUNTRY IN THE  
WORLD. THE PRINTING PRESS IN THIS COUNTRY IS RAPIDLY EDUCATING  
EVERYONE TO DEMAND BETTER PRINTING. PRESENT AND FUTURE CALL  
FOR TYPOGRAPHY THAT IS SIMPLE, WELL PRINTED AND EASY TO READ

6 Point No. 148 A \$1 00

MODERN PRINTING IS GETTING AWAY FROM ECCENTRICITY. TYPE SHOULD NOT BE SET  
IN ECCENTRIC DESIGNS NOR SHOULD IT BE CROWDED WITH OVER-ORNAMENTATION. IT  
MUST BE EASY TO READ AND YET IT MUST BE DISTINCTIVE. THE EASIEST WAY TO GET  
THIS DISTINCTIVENESS IS WITH NEW TYPE FACES, AND THE PRINTER HAVING THE MOST  
NEW FACES CAN CREATE THE MOST NEW BUSINESS CUSTOMERS WELCOME NEW FACES



MORGENSTEIN & HENDRICKS  
REAL ESTATE AND MANAGEMENT OF PROPERTIES  
MADISON AND BERGINDALE ROADS, RICHMOND

THE VALUE OF REAL PROPERTY AS AN INVESTMENT DEPENDS UPON ITS  
PROPER MANAGEMENT. IT OFTEN HAPPENS THAT A PROPERTY OWNER IS  
SO SITUATED THAT HE HAS NEITHER TIME NOR OPPORTUNITY TO GIVE  
HIS LAND AND BUILDINGS ANY PERSONAL SUPERVISION, BUT MUST OF  
NECESSITY DELEGATE THIS TRUST TO ANOTHER. IN ORDER TO MEET THIS  
NECESSITY AND TO PROVIDE A RESPONSIBLE AGENCY FOR RICHMOND  
PROPERTY OWNERS, THIS COMPANY HAS ORGANIZED ITS REAL ESTATE  
DEPARTMENT. THE PROPER MANAGEMENT OF INCOME BEARING REAL  
ESTATE CONSISTS CHIEFLY IN THE CAREFUL OBSERVANCE OF ALL THE  
IMPO TRAS

CKEN  
EIGH

MEMBER'S TICKET  
GOOD FOR ENTIRE SEASON

RUBIKEN CLUB DANCES  
HERMAN, INSTRUCTOR

EVERY WEDNESDAY EVENING  
EXCEPTING LEGAL HOLIDAYS

NEW AUDITORIUM  
MAIN AND BROAD STREETS

MORGAN PRINT SHOP

CLUB OF HE  
ME

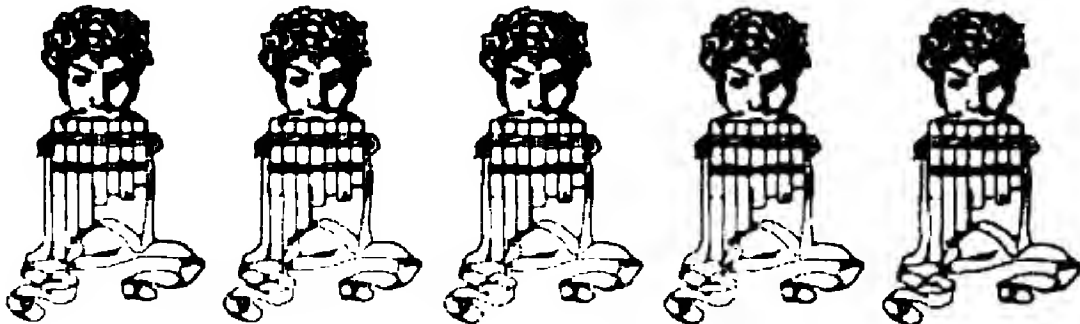
ND ANNIVERSARY  
MENT  
PHAN HOME BENEFIT

BLUE POINTS  
HALF SHELL  
STRAINED GUMBO  
HOT OR COLD  
RUSSIAN CAVIARE ON TOAST  
BROILED DUCKLING  
APPLE SAUCE  
ROAST SPRING LAMB  
MINT DRESSING  
LOBSTER SALAD  
MAYONNAISE  
FRUIT CAKE  
CRACKERS CHEESE  
DEMI TASSE  
CIGARS CIGARETTES  
IMPORTED

CLUBROOMS, SATURDAY, DECEMBER EIGHTH  
EIGHT O'CLOCK

PROGRAMME

PART ONE  
HEARKEN UNTO ME - - SOLO AND CHORUS  
MISS SMITH AND CHOIR  
THEN SHALL THE REDEEMED - - QUARTET  
THE ELECT FOUR  
OH! COME, EMMANUEL - - SOLO AND CHORUS  
MR. FRANKLIN RICH AND CHOIR  
THE PEOPLE THAT WALKED IN DARKNESS - DUET  
MISSSES GRACE RYAN AND EVELYN KAND  
OH! LIGHT OF LIFE - - - - SOLO  
MR. GEORGE MATHEWS  
DIVINE REDEEMER - - - - QUARTET  
THE ELECT FOUR



Strathmore Ornamenta



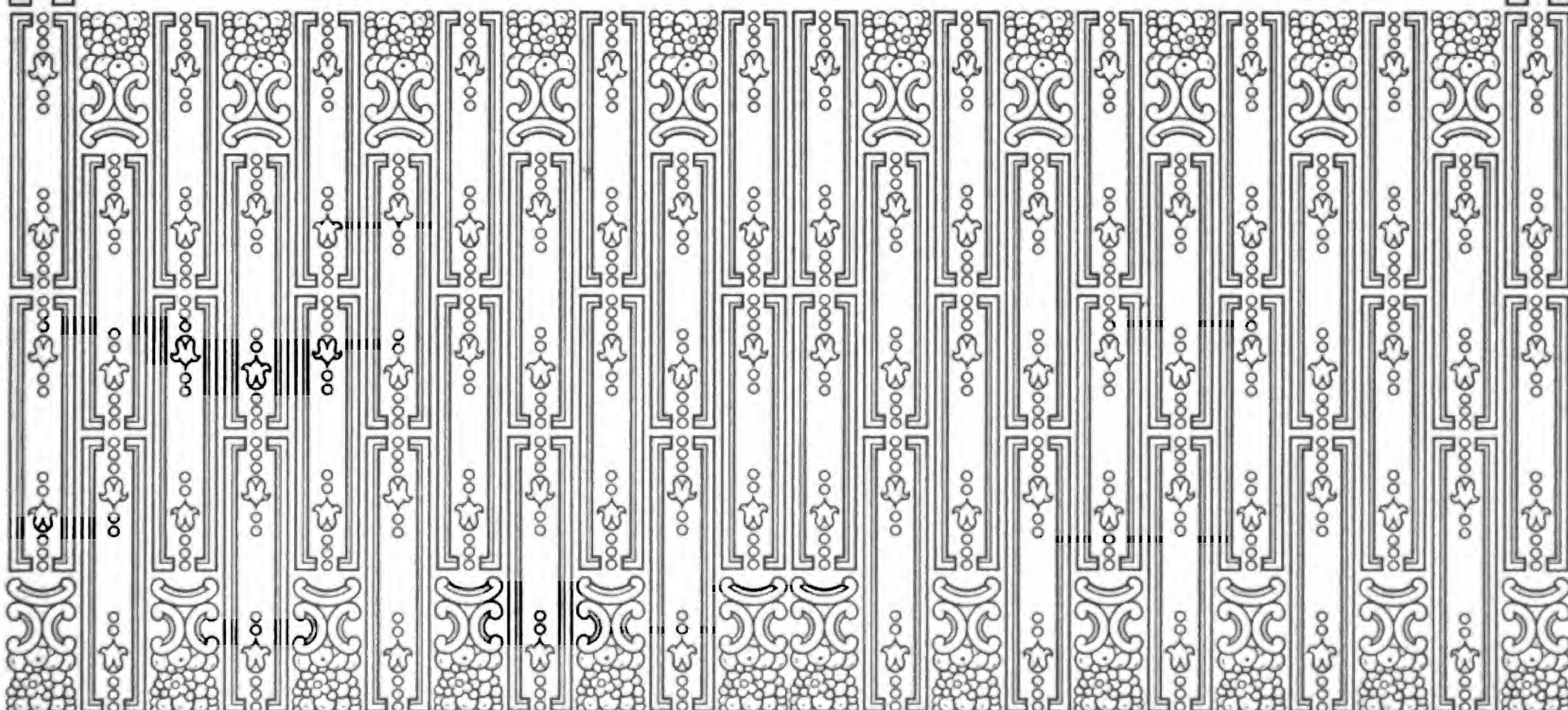


# Century Borders

New in Design  
Pleasing Effects Easily  
Produced



Originated and Made by  
**American Type Founders  
Company**





## Century Borders

### 12 Point Century Border No. 3

### Characters in Complete Font



Price per font, 54 inches, \$1.50

## 18 Point Century Border No. 1

### Characters in Complete Font



Price per font, 36 inches, \$1.30

## 12 Point Century Border No. 6

### Characters in Complete Font



Price per font, 54 inches, \$1.50

## 18 Point Century Border No. 4

### Characters in Complete Font



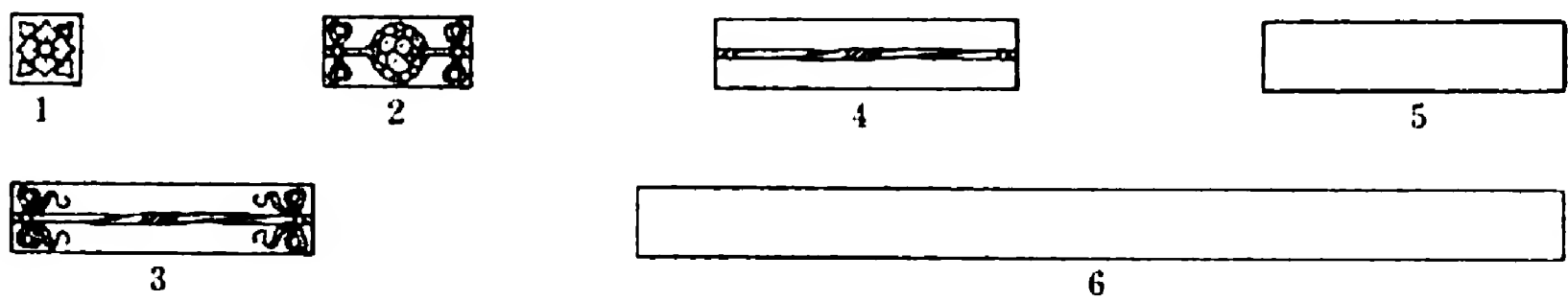
Price per font, 36 inches, \$1.30



# Century Borders

## 12 Point Century Border No. 4

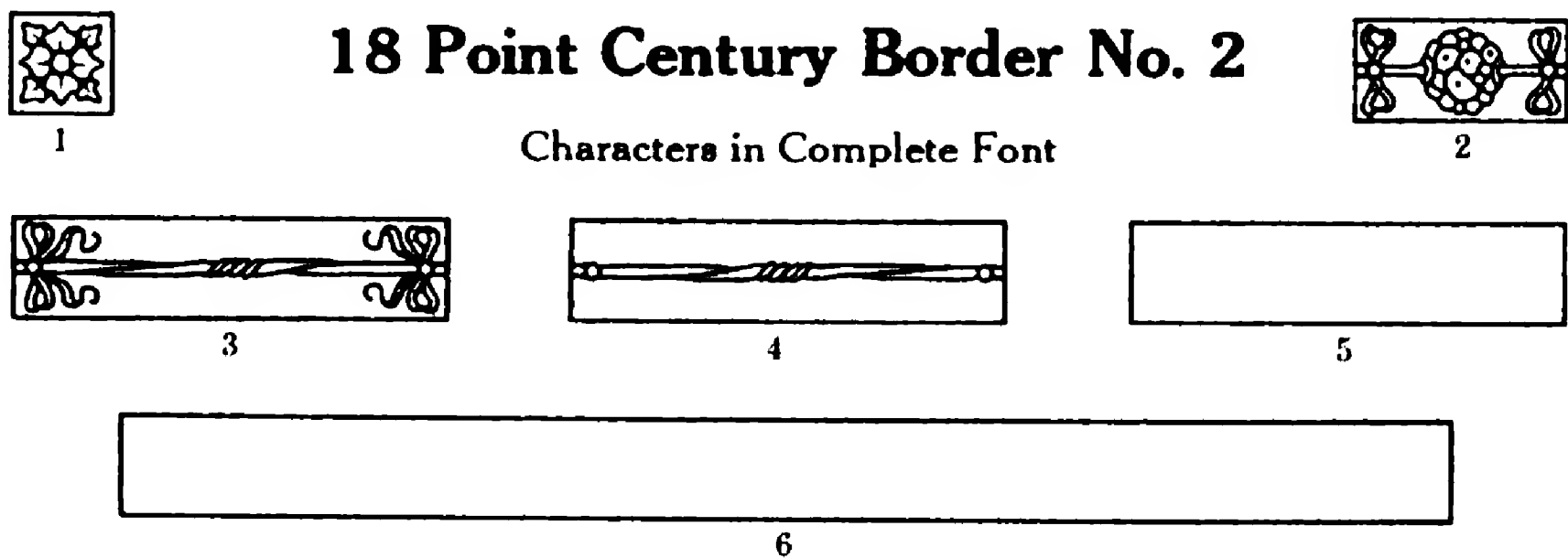
Characters in Complete Font



Price per font, 54 inches, \$1.50

## 18 Point Century Border No. 2

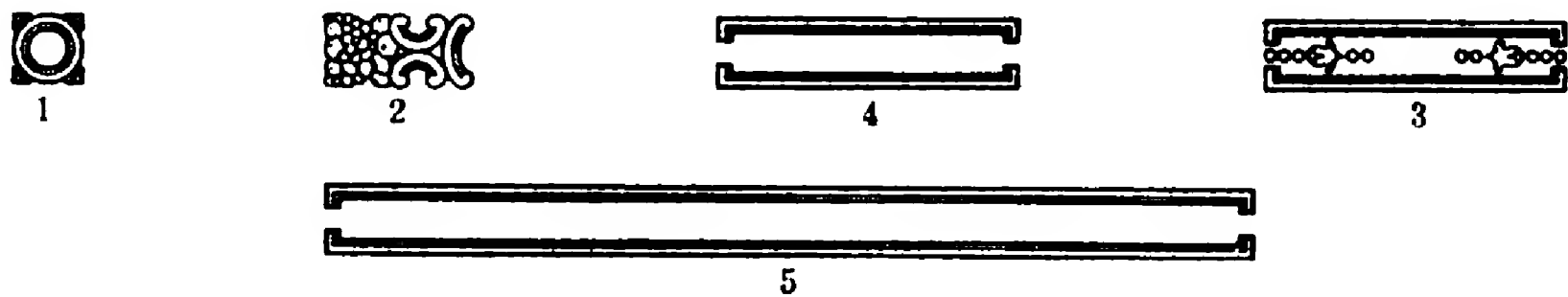
Characters in Complete Font



Price per font, 36 inches, \$1.30

## 12 Point Century Border No. 5

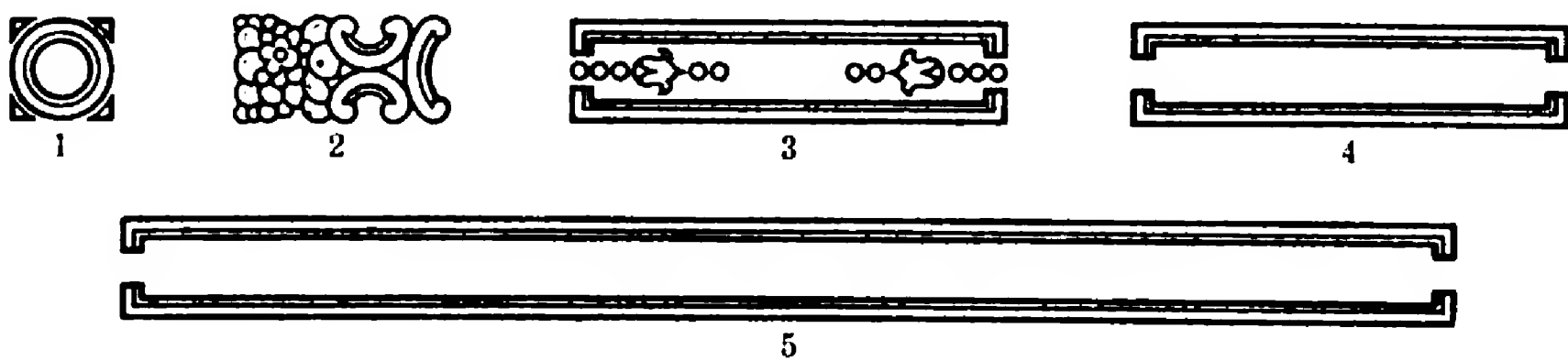
Characters in Complete Font



Price per font, 54 inches, \$1.50

## 18 Point Century Border No. 3

Characters in Complete Font



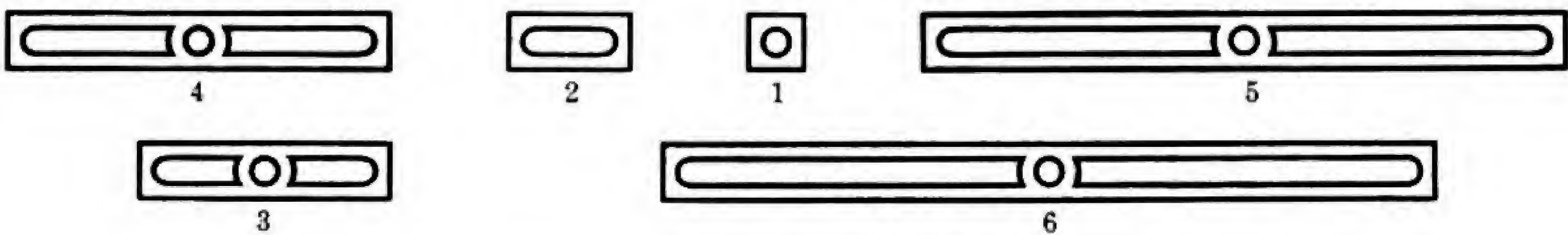
Price per font, 36 inches, \$1.30



# Century Borders

## 12 Point Century Border No. 1

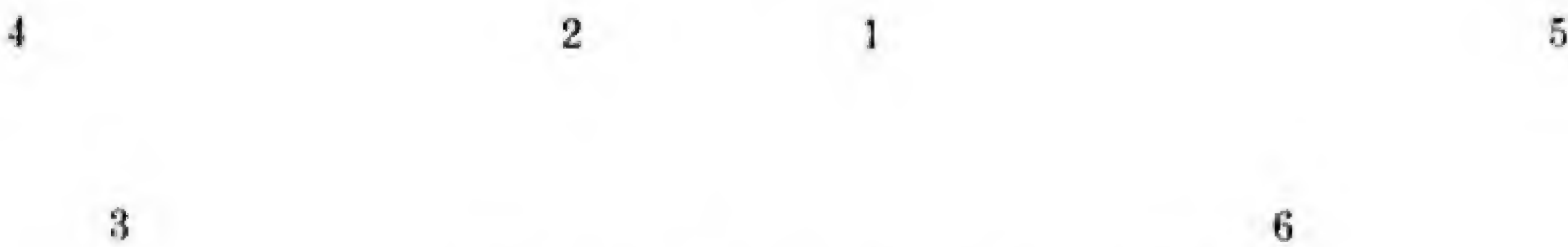
Characters in Complete Font



Price per font, 54 inches, \$1.50

## 12 Point Century Border No. 11

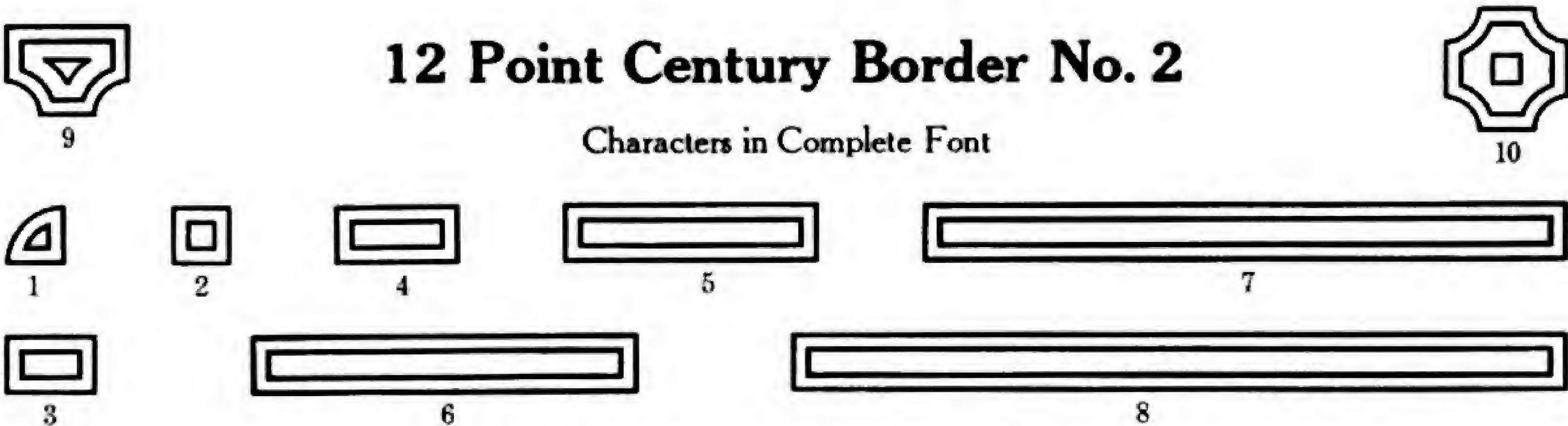
Designed for use as tint with Century Border No. 1



Price per font, 54 inches, \$1.50

## 12 Point Century Border No. 2

Characters in Complete Font

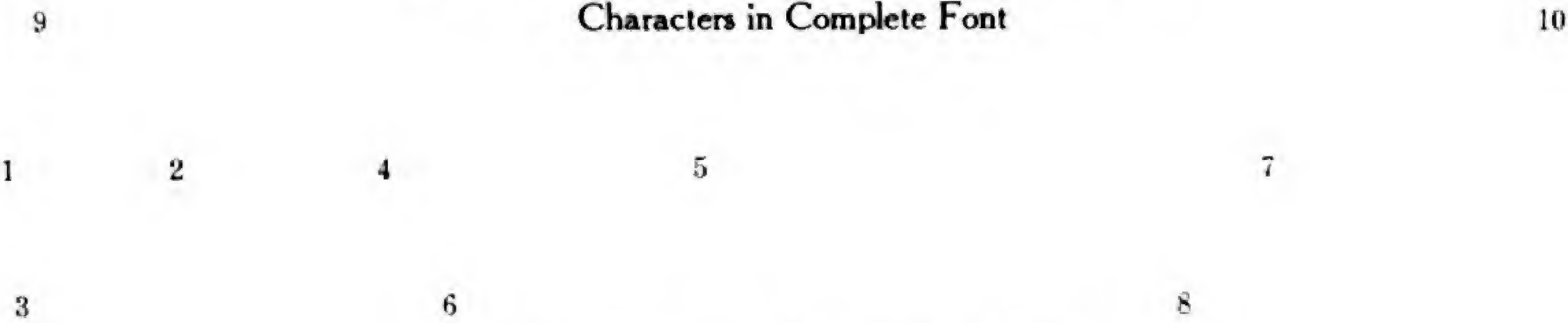


Price per font, 54 inches, \$1.50

## 12 Point Century Border No. 12

Designed for use as tint with Century Border No. 2

Characters in Complete Font



Price per font, 54 inches, \$1.50

THESE BORDERS ARE DESIGNED FOR ONE OR TWO COLORS



# Baseball Series No. 2



14 45c



17 35c



15 40c



21 35c



19 45c

## BASEBALL SERIES No. 2

Each set contains  
one each of char-  
acters 11 to 21  
inclusive, and  
three of character  
22. ¶All are cast  
in type molds on  
point body and  
point set, perfect  
justification being  
quickly obtained

Price per set  
\$3.25

Individual characters  
at prices quoted



18 45c



12 35c



16 35c



11 50c



13 35c



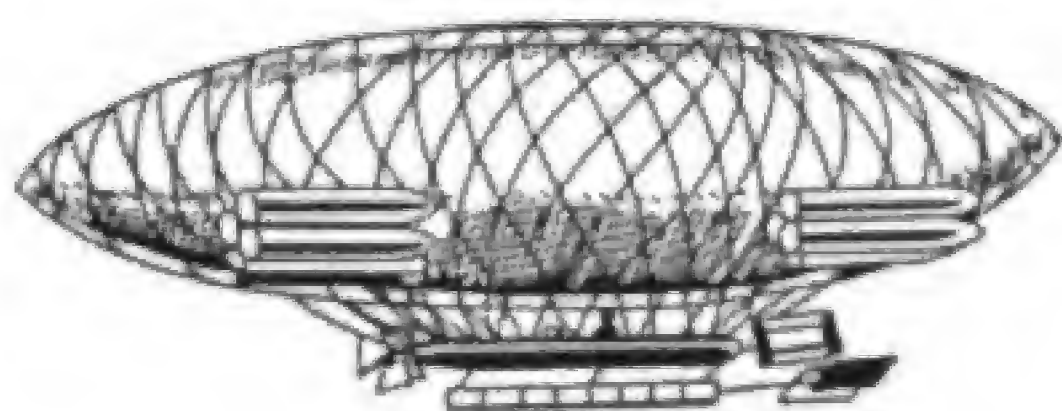
22 10c



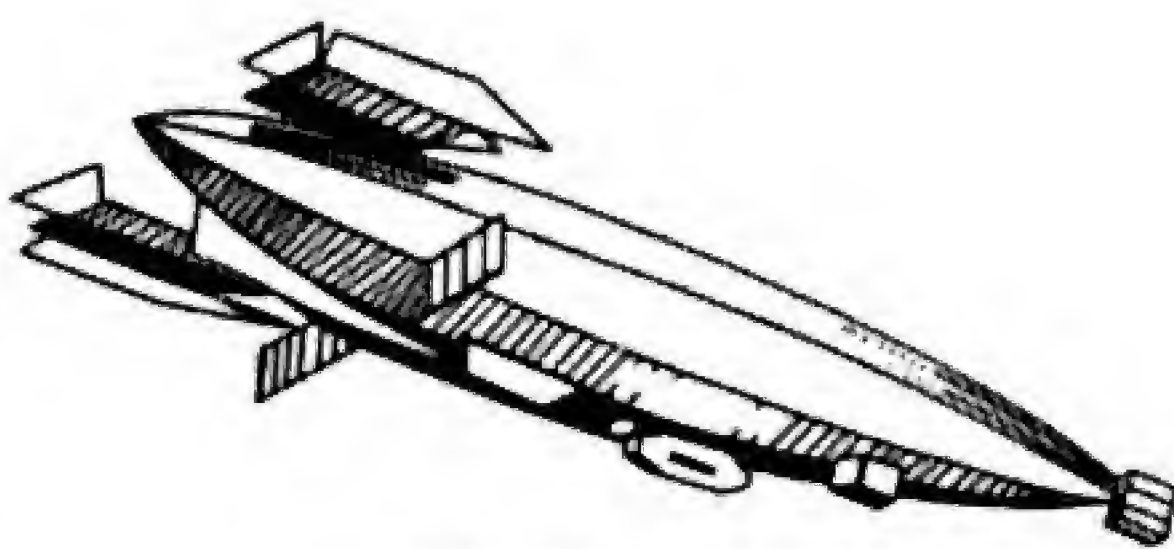
20 50c



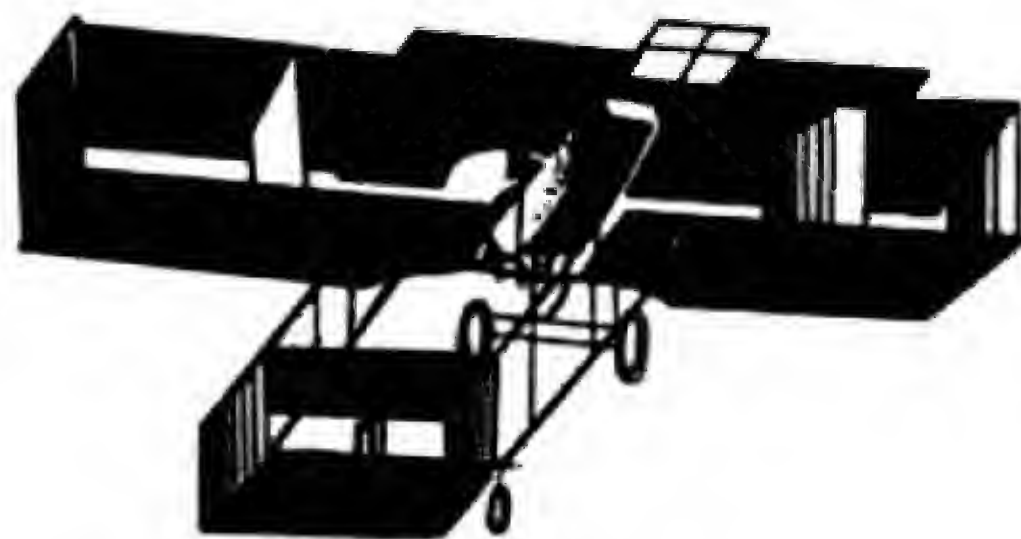
# Aerial Cuts



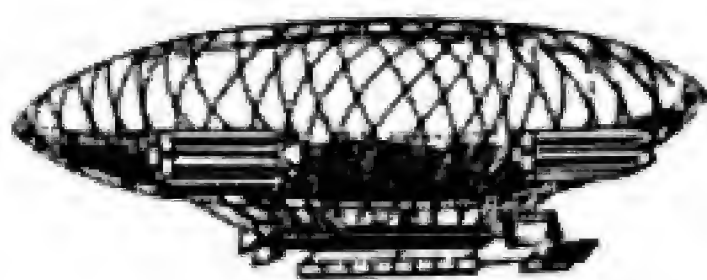
No. 6 20c



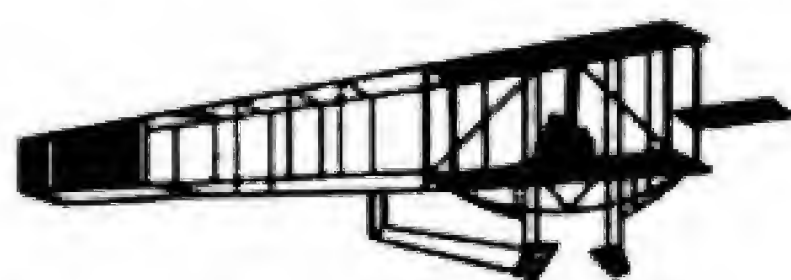
No. 21 30c



No. 3 25c



No. 5 15c



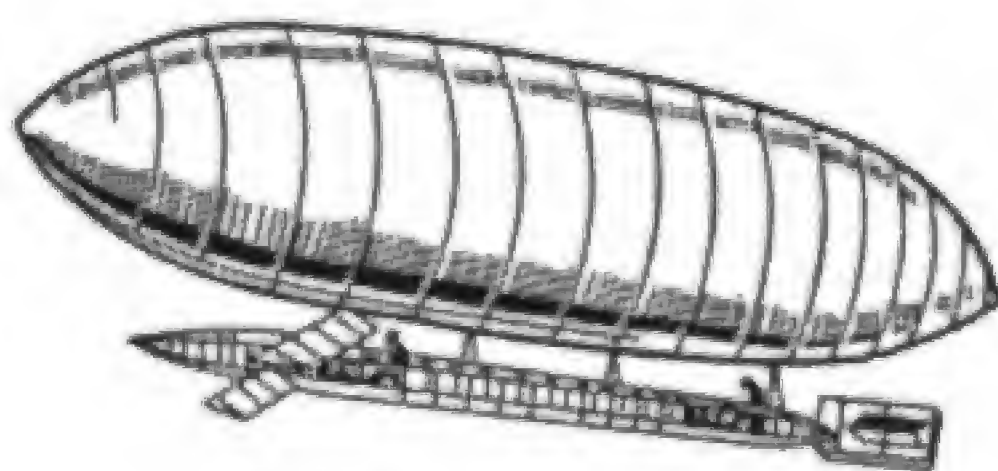
No. 9 15c



No. 8 10c



No. 15 15c



No. 12 20c

## Aerial Cuts in Fonts

These cuts are put up in fonts, each font containing four each of Nos. 8, 14 and 17; two each of Nos. 5, 9, 11, 15, 18 and 23; one each of Nos. 2, 3, 6, 12, 20, 21 and 24

**Price per Font, \$2.25**

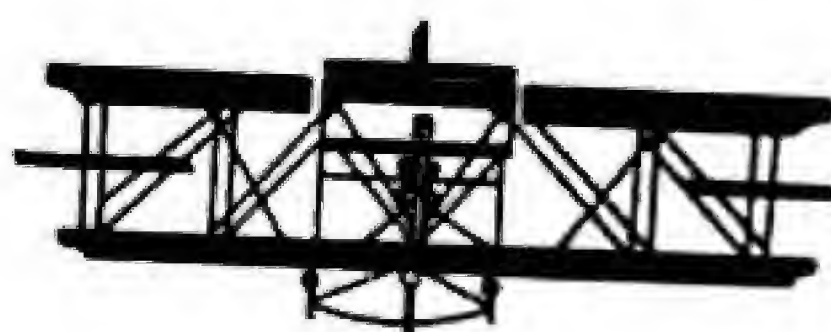
Separate characters at the prices indicated



No. 24 25c



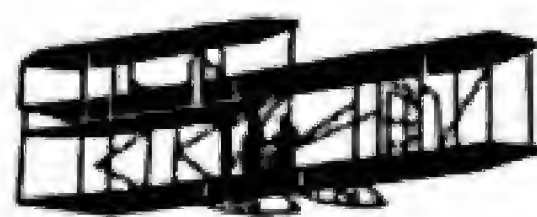
No. 23 20c



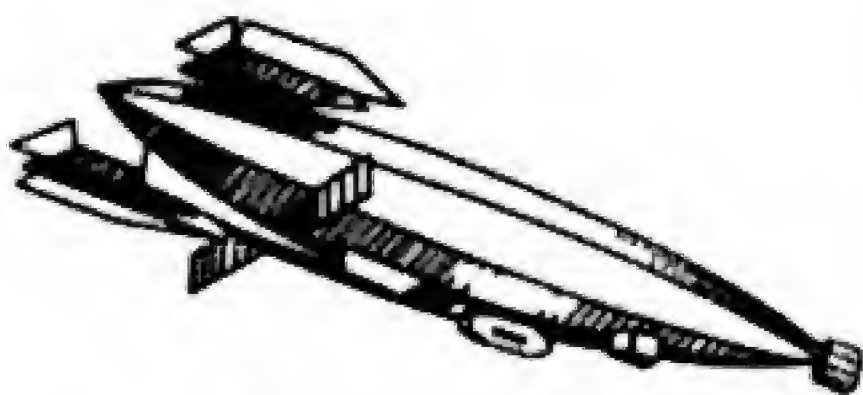
No. 18 15c



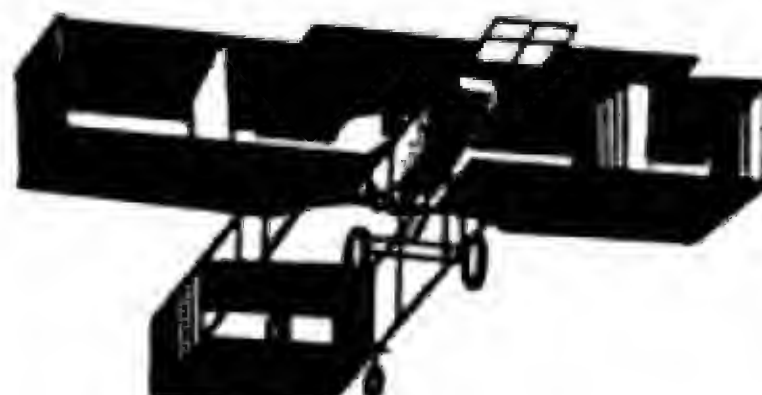
No. 17 10c



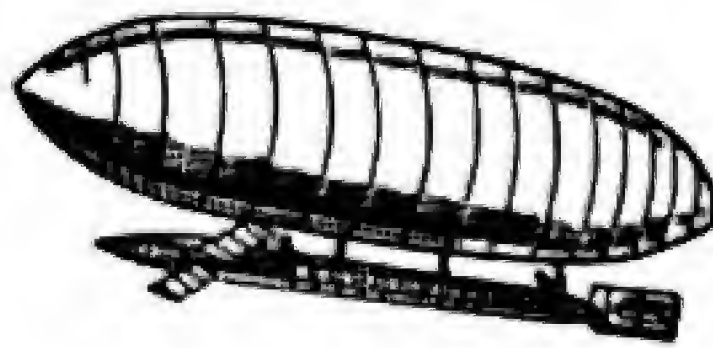
No. 14 10c



No. 20 20c



No. 2 20c



No. 11 15c

**AMERICAN TYPE FOUNDERS COMPANY**  
ORIGINATOR OF STYLISH TYPE FACES



# AVIATION TOURNAMENT

DELIMONT AERO FIELD  
October 14 to November 23

---

**\$75,000 IN PRIZES**

---

Thirty of the World's Greatest Aviators in competition with the Monoplane, Biplane and Dirigible Balloons for Cash Prizes and **The WORLD'S CHAMPIONSHIP** Hourly Flights for Altitude, Duration and Passenger Carrying; also Speed and Cross-Country Records and Best Time in Starting

---


Special Train Service from Pennsylvania Terminal Station  
Field Space Boxes and Reserved Seats on Sale at the Ticket  
Office, Tournament Headquarters, 305 Fifth Avenue, N. Y.

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**General Admission \$5.00**

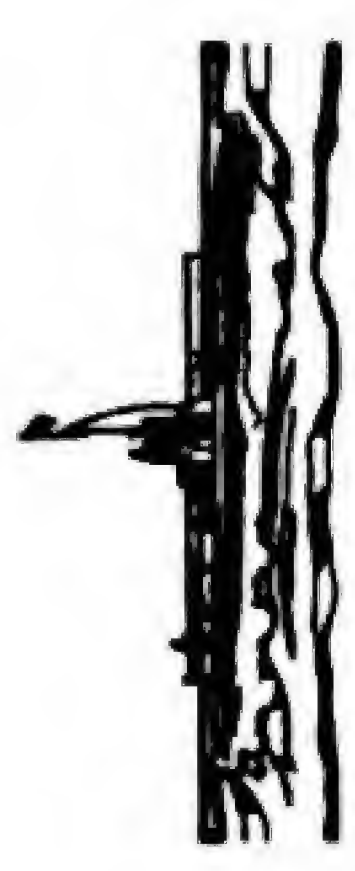






No. 23 20c


# Warships



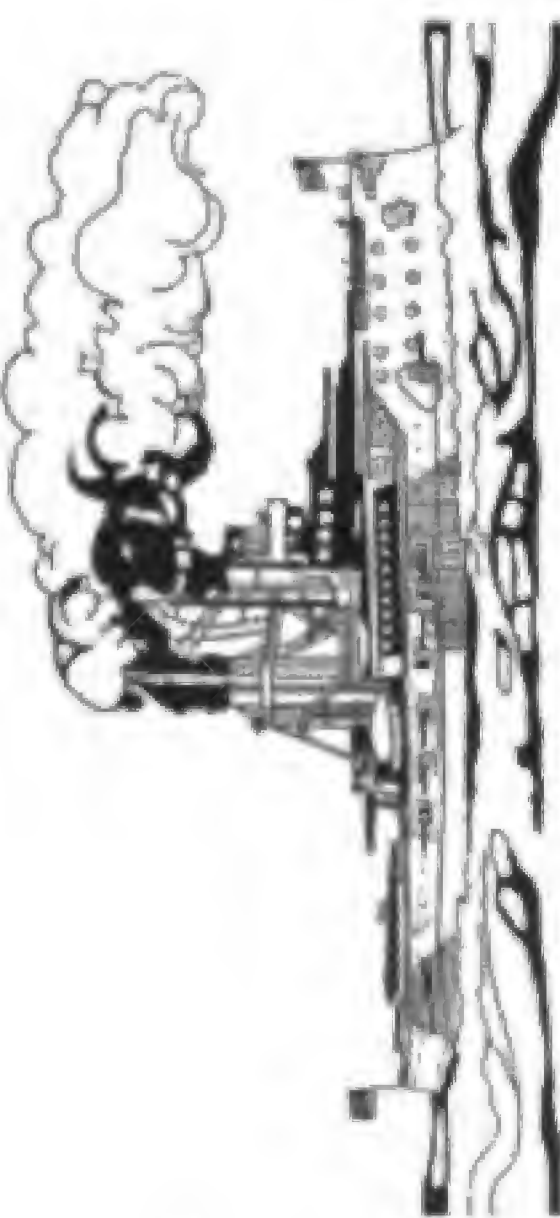
No. 26 15c

Font contains two of each character  
Price \$2.35 per font

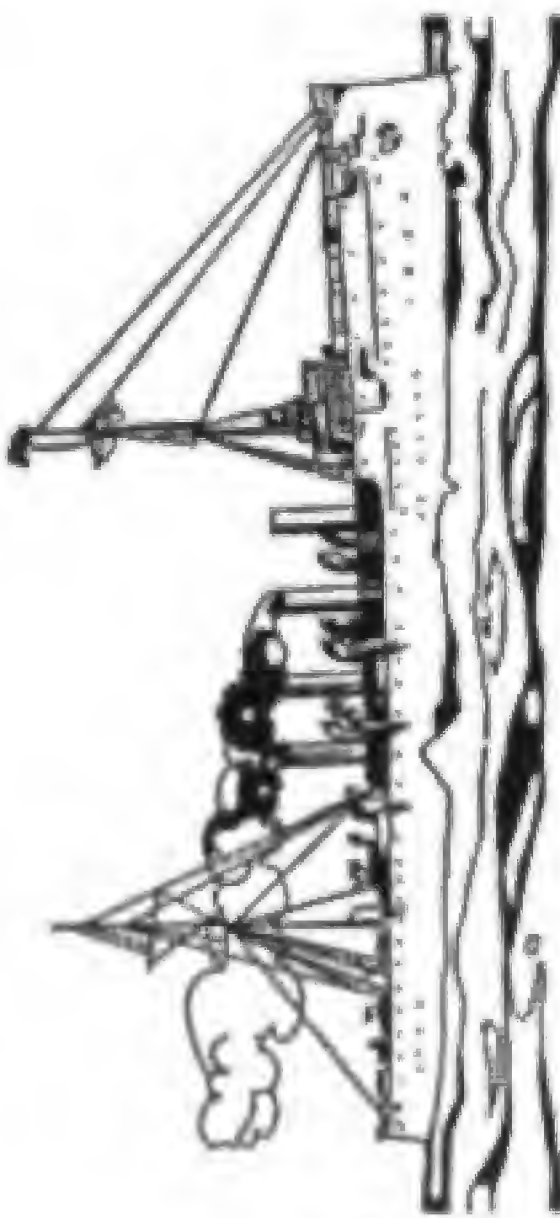
Separate characters at prices quoted



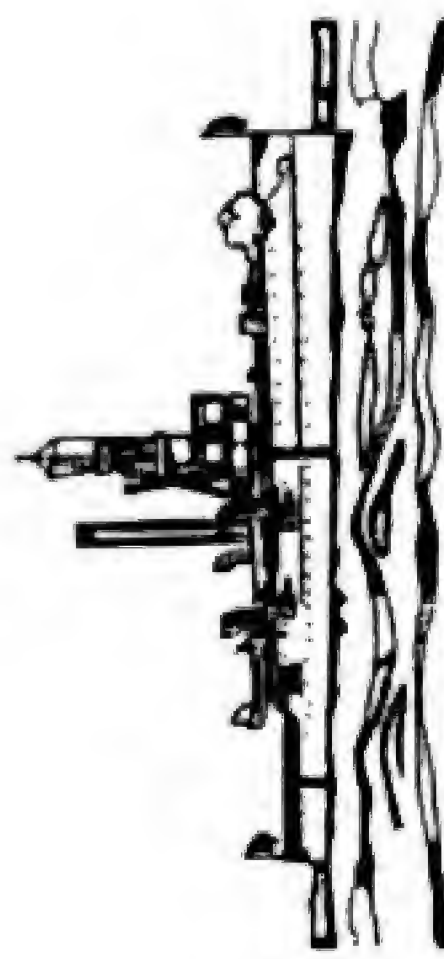
No. 24 15c



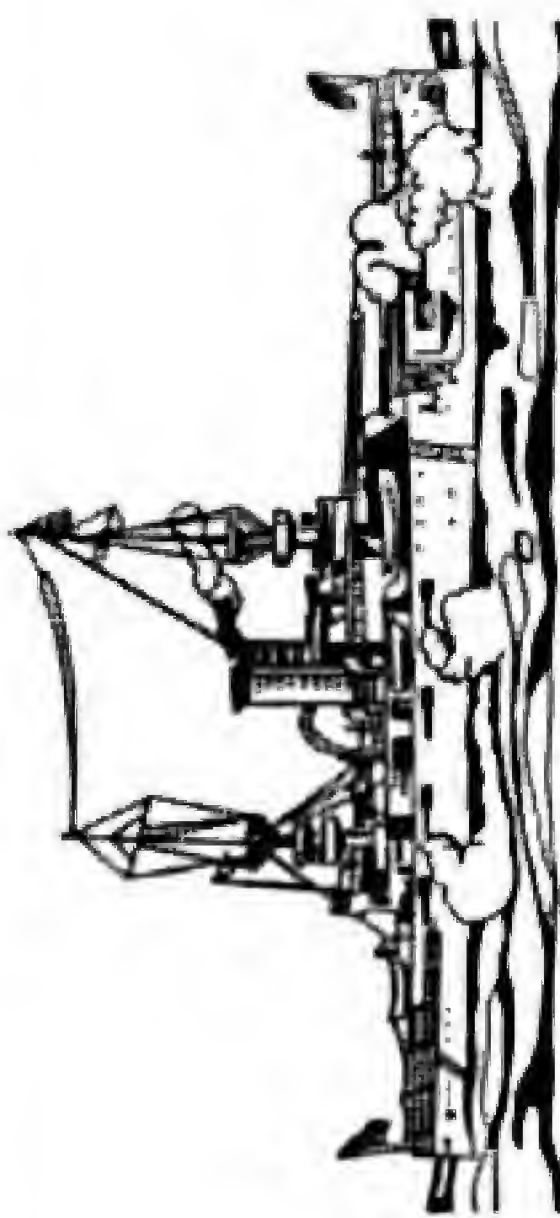
No. 30 25c



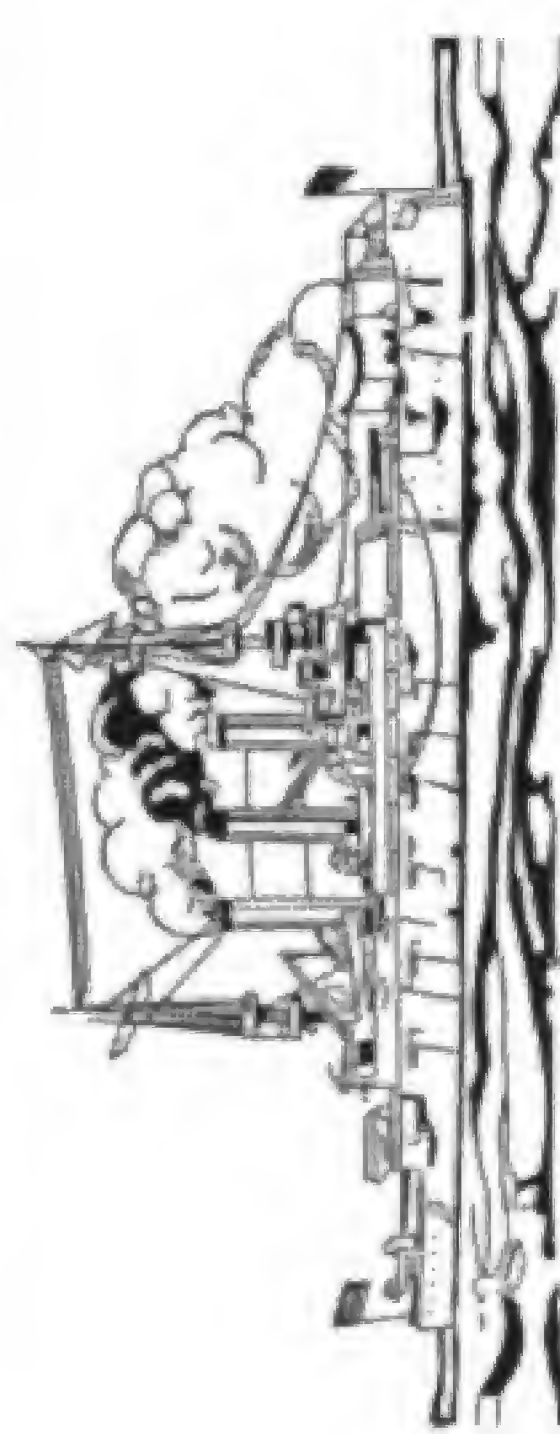
No. 27 25c



No. 25 20c



No. 29 25c



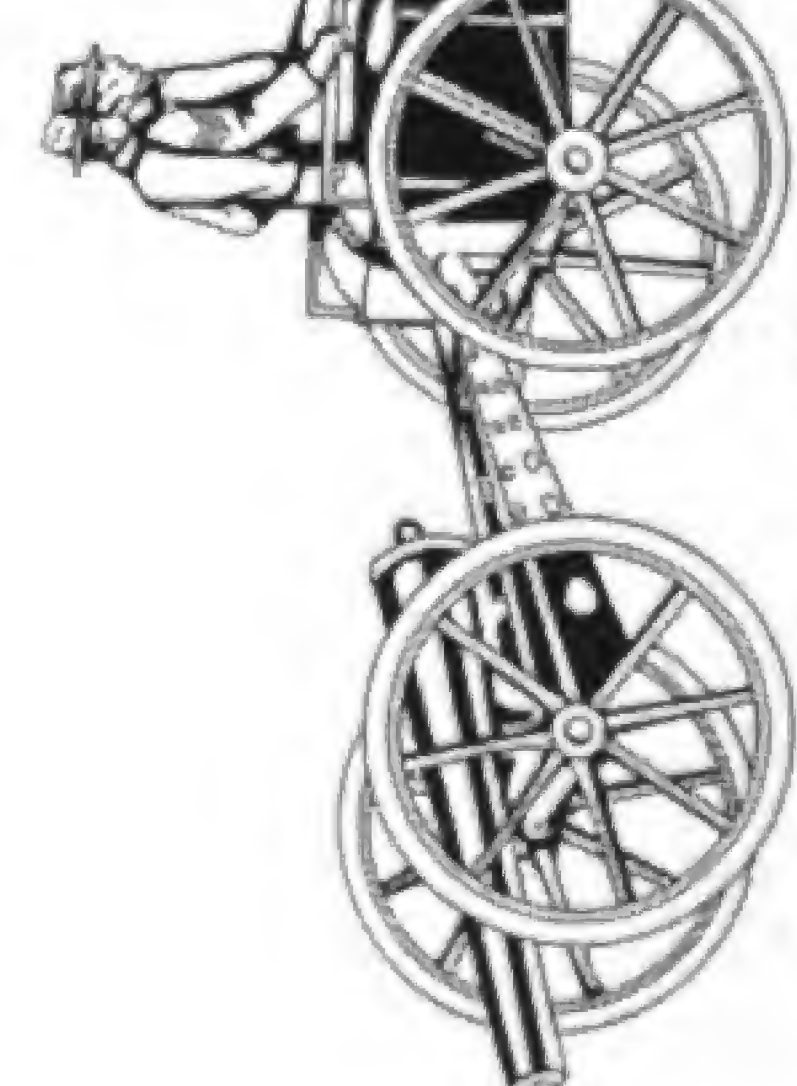
No. 28 30c

THE above series of accurately cut  
embellishers was designed from  
original photographs of the various  
big war vessels in the United States  
Navy. They are sold singly or by font


## Army and Navy Series Number 3

A classy set of embellishers that will add style and effectiveness to your printing. Your customers will appreciate the attractive and pleasing advertising matter obtainable by their use. Army and Navy Series Number 3 have many possibilities when used in printing programs for military and naval functions, parades or reviews. Cast in type molds. ¶ Font, containing one each of Numbers 2, 6, 10, 14, 16, 18, 20 and 22, and four of Numbers 4, 8, and 12.

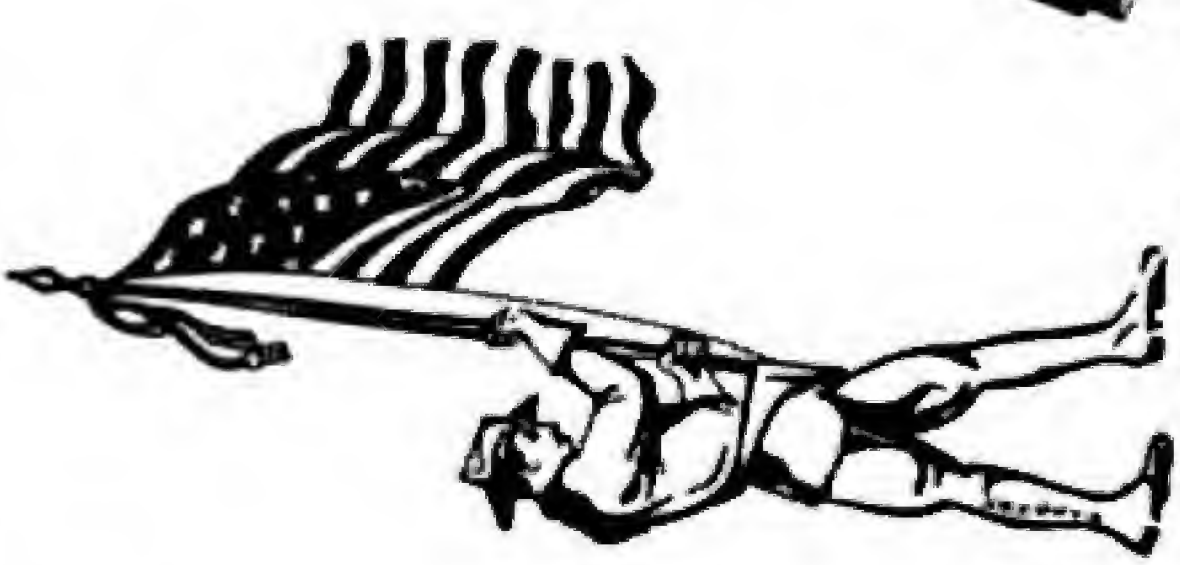
Price \$2.50




No. 20 50c




No. 22 25c




No. 16 30c



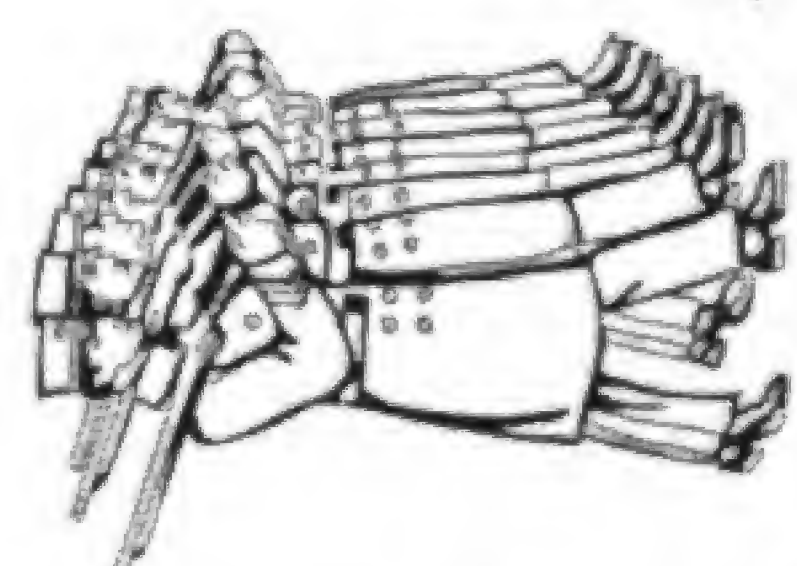
No. 2 20c



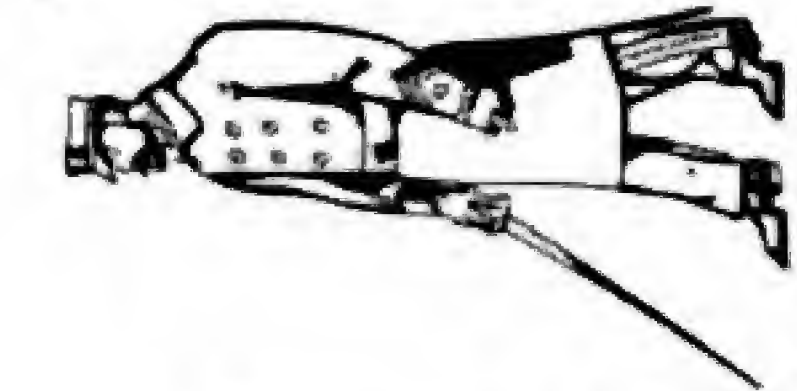
No. 4 25c



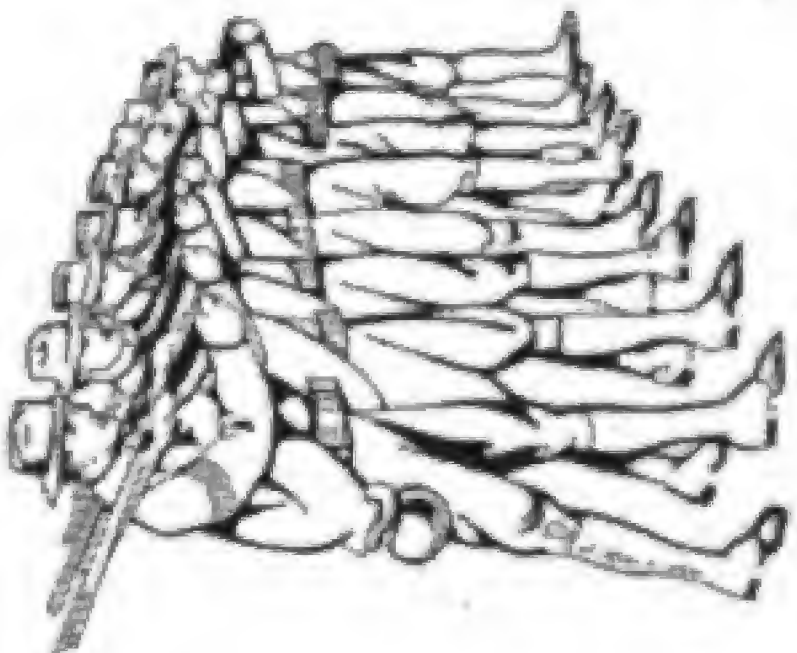
No. 6 20c



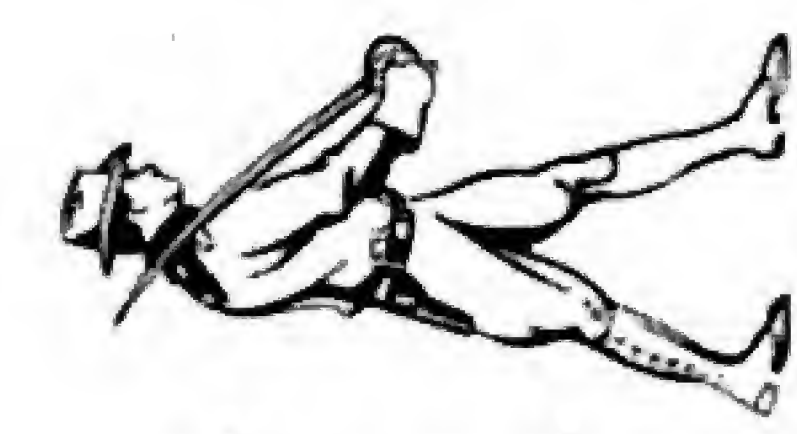
No. 8 25c



No. 10 20c



No. 12 25c



No. 14 20c



For One or Two Colors

# Cincinnati Initials

---

**A**N attractive series of initial letters which will be found very useful in every printing office for plain black-and-white or for two-color printing. Made in four different sizes and put up in usable fonts at popular prices, and also priced by single characters. The sensible use of initial letters imparts a decorative quality, even when the printing is done in one color, and in this series the printer has a letter that is dignified and legible and at the same time very distinctive. The designs for one color are made in two styles, each one separately fonted and priced.

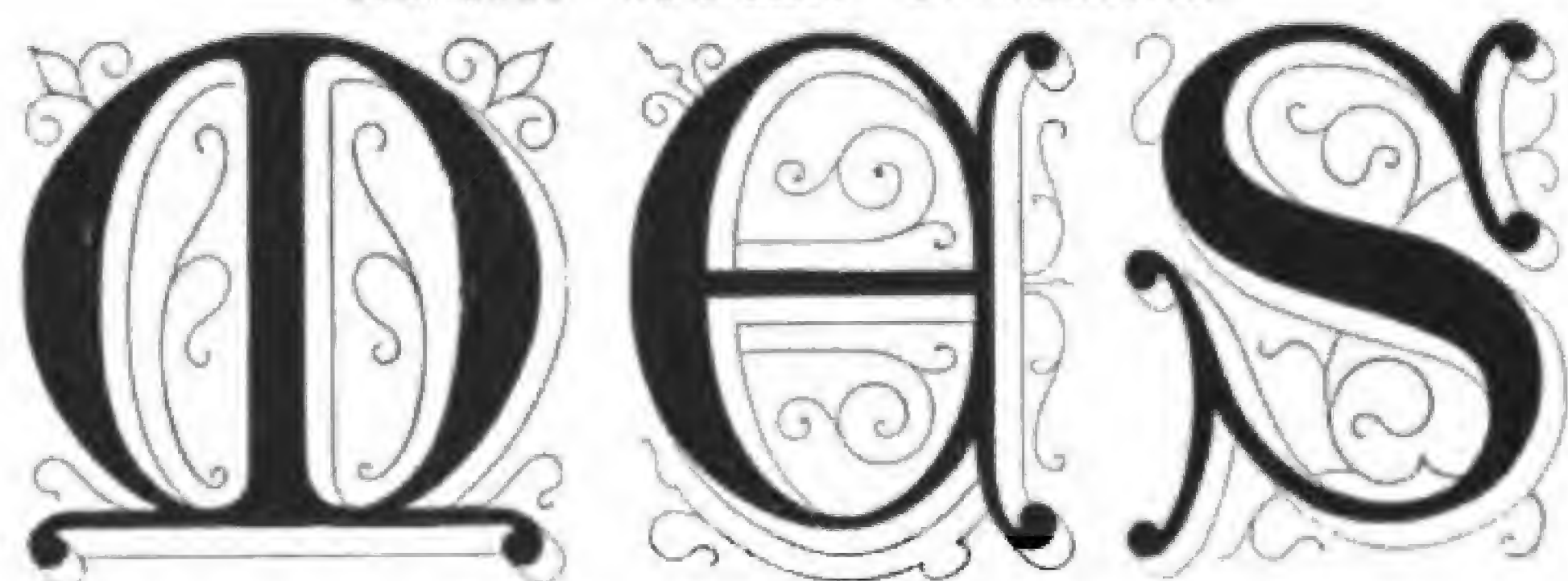
American Type Founders  
Company



Cincinnati Initials

# The Cincinnati Initials

No. 1160 64 Point Ornamental



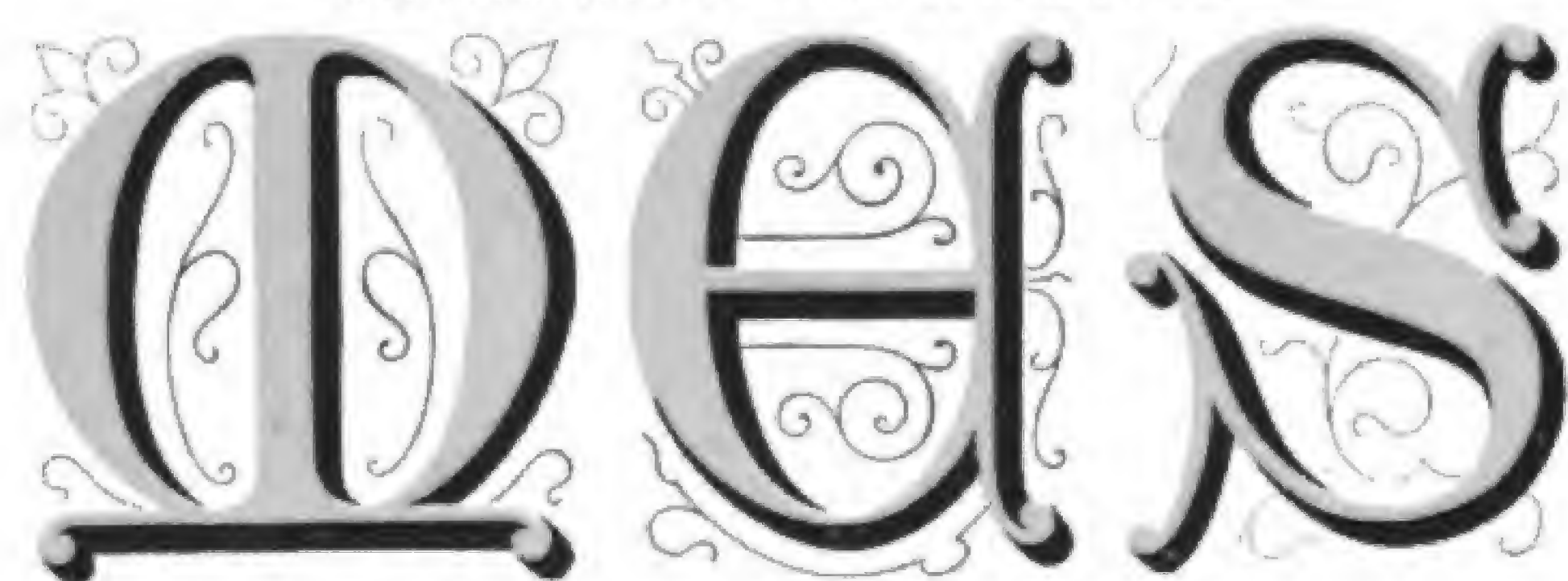
Per Set \$3 00 Each \$0 30

No. 1148 64 Point Outline



Per Set \$3 00 Each \$0 30

No. 52 64 Point Two Color  
Combination of Nos. 1148 and 1156



Per Set \$5 50 Each \$0 50

No. 1156 64 Point Plain



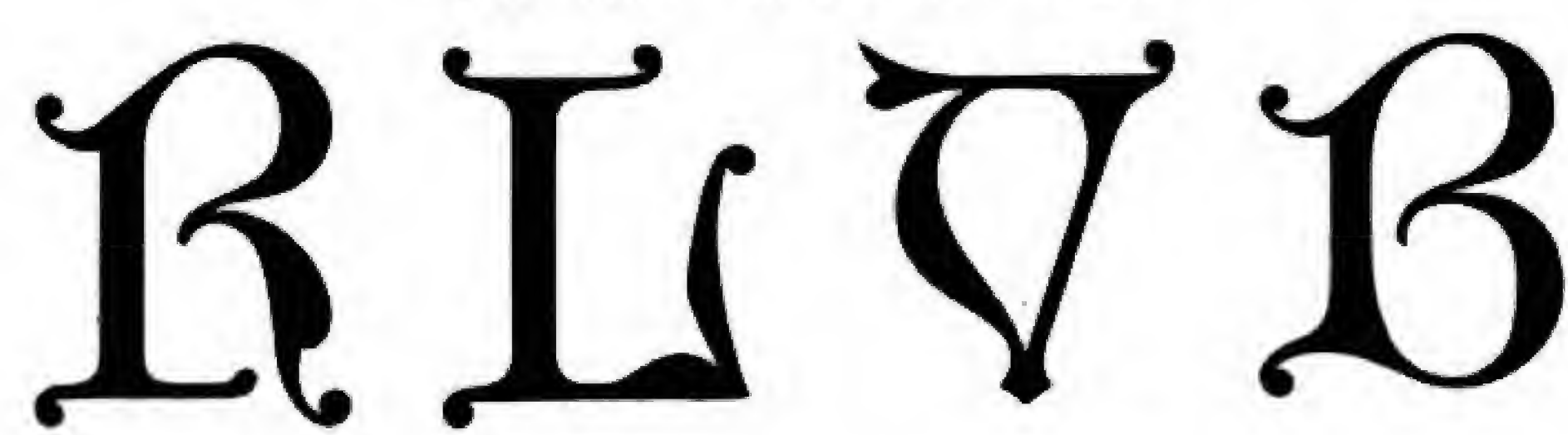
Per Set \$3 00 Each \$0 30

No. 1159 48 Point Ornamental



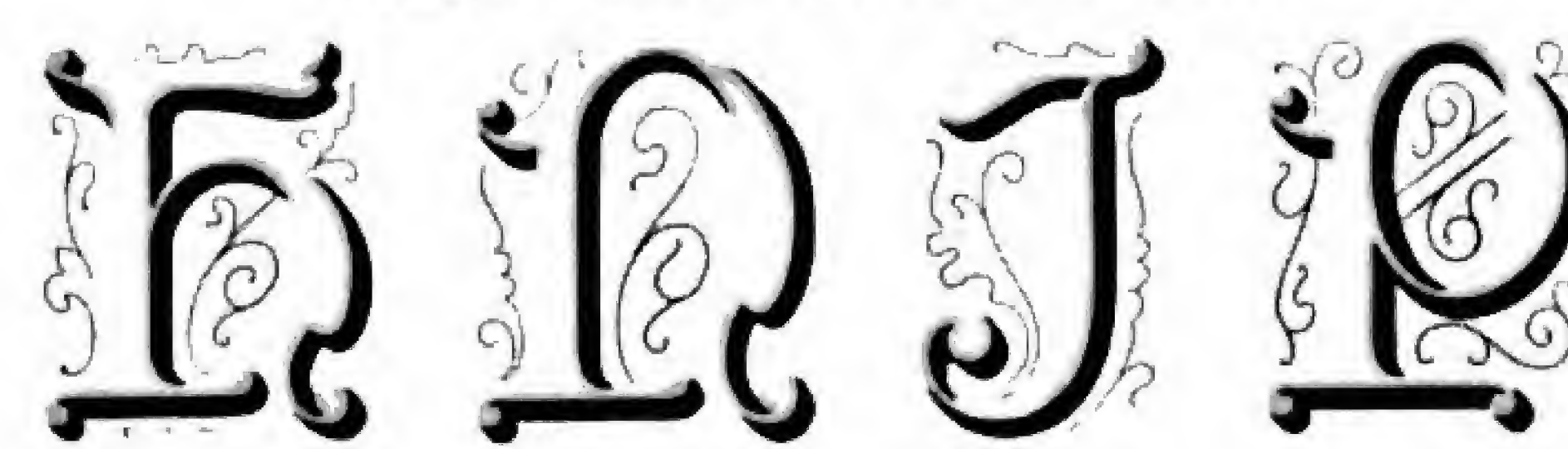
Per Set \$1 50 Each \$0 20

No. 1155 48 Point Plain



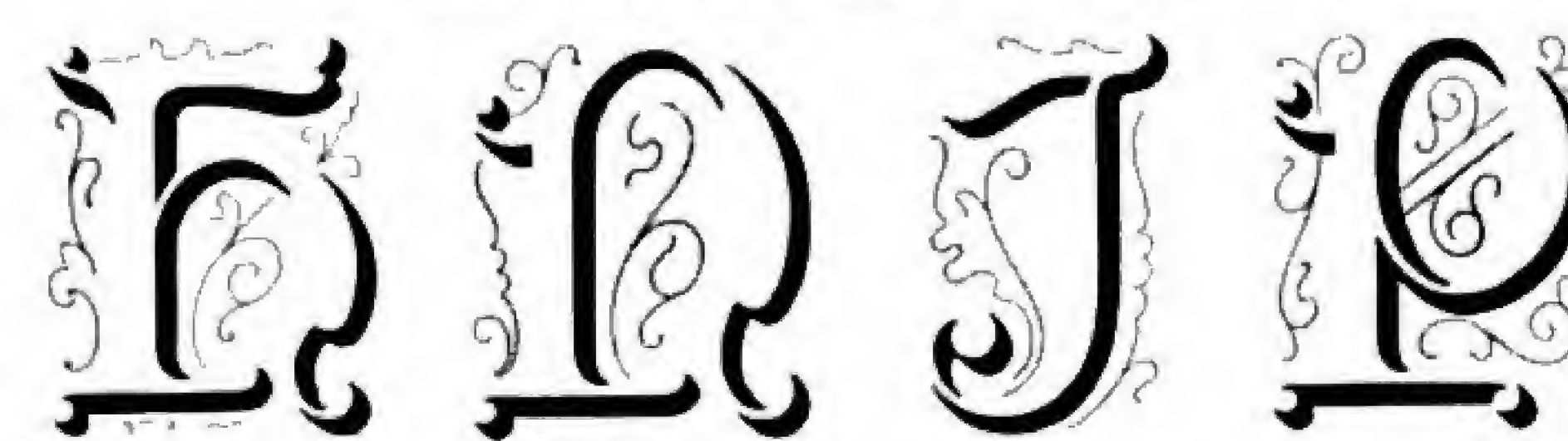
Per Set \$1 50 Each \$0 20

No. 51 48 Point Two Color  
Combination of Nos. 1147 and 1155



Per Set \$2 75 Each \$0 35

No. 1147 48 Point Outline



Per Set \$1 50 Each \$0 20

No. 1158 32 Point Ornamental



Per Set \$1 25 Each \$0 15

No. 1154 32 Point Plain



Per Set \$1 25 Each \$0 15

No. 50 32 Point Two Color  
Combination of Nos. 1146 and 1154



Per Set \$2 50 Each \$0 30

No. 1146 32 Point Outline



Per Set \$1 25 Each \$0 15

No. 49 24 Point Two Color  
Combination of Nos. 1153 and 1157



Per Set \$1 40 Each \$0 20

No. 1157 24 Point Outline



Per Set \$0 75 Each \$0 10

No. 1153 24 Point Plain




Per Set \$0 75 Each \$0 10

## American Type Founders Company

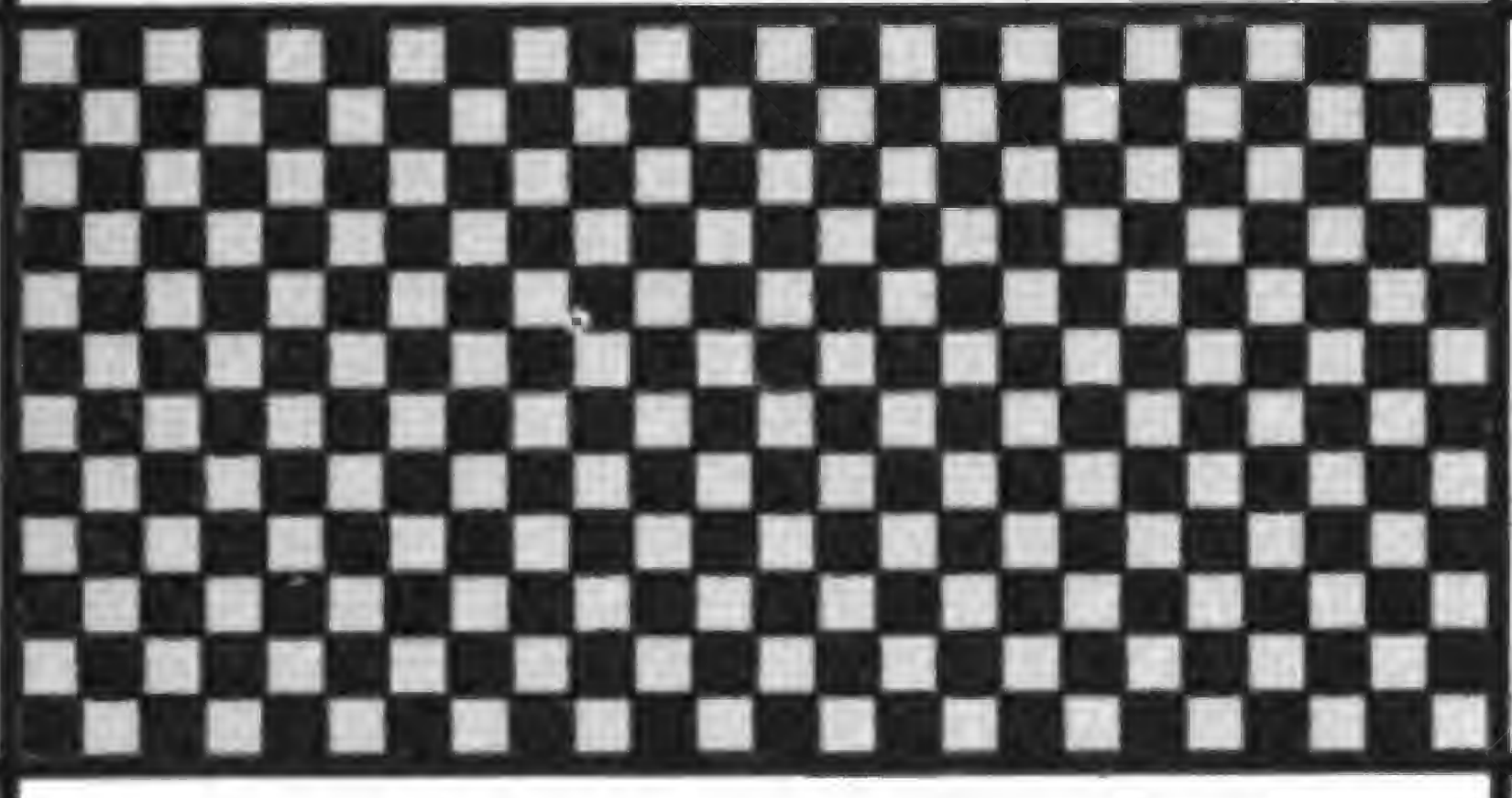


## Tricky Border

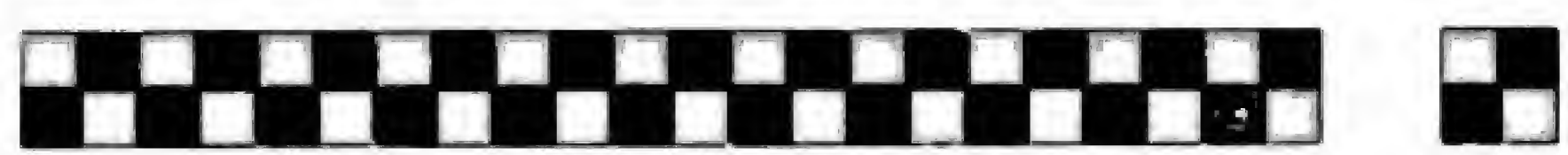
**T**RICKY BORDER is made in the four sizes, 12, 24, 36 and 48 point. It is a very ingenious border, in that two colors can be printed from one character.

For printing the first color the character is set nick up as usual. For the second color the character is turned once around, the nick to either side, as here: 

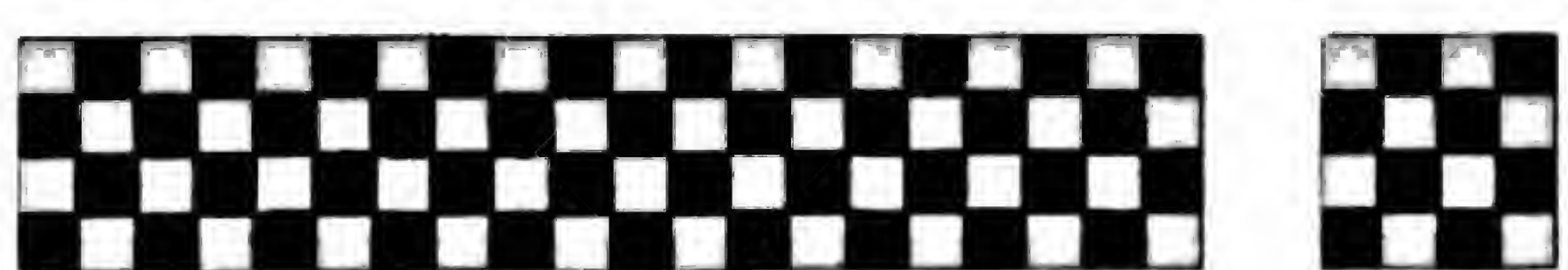
Hence, the initial outlay for a two-color border is the price of only one font, and there is a further saving in that it is necessary to put together but one form.



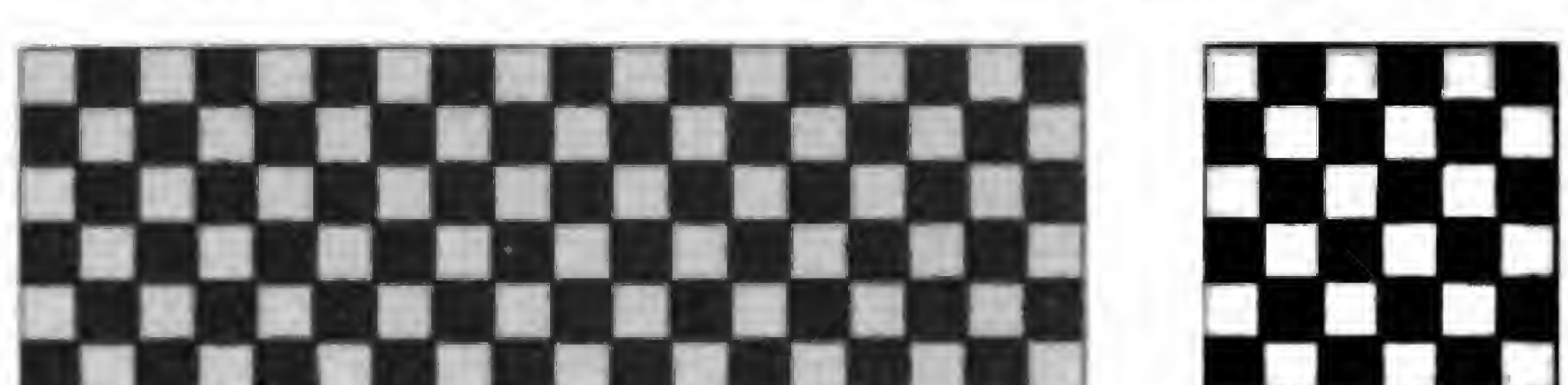
12 Point Tricky Border No. 1 54 inches \$1 50



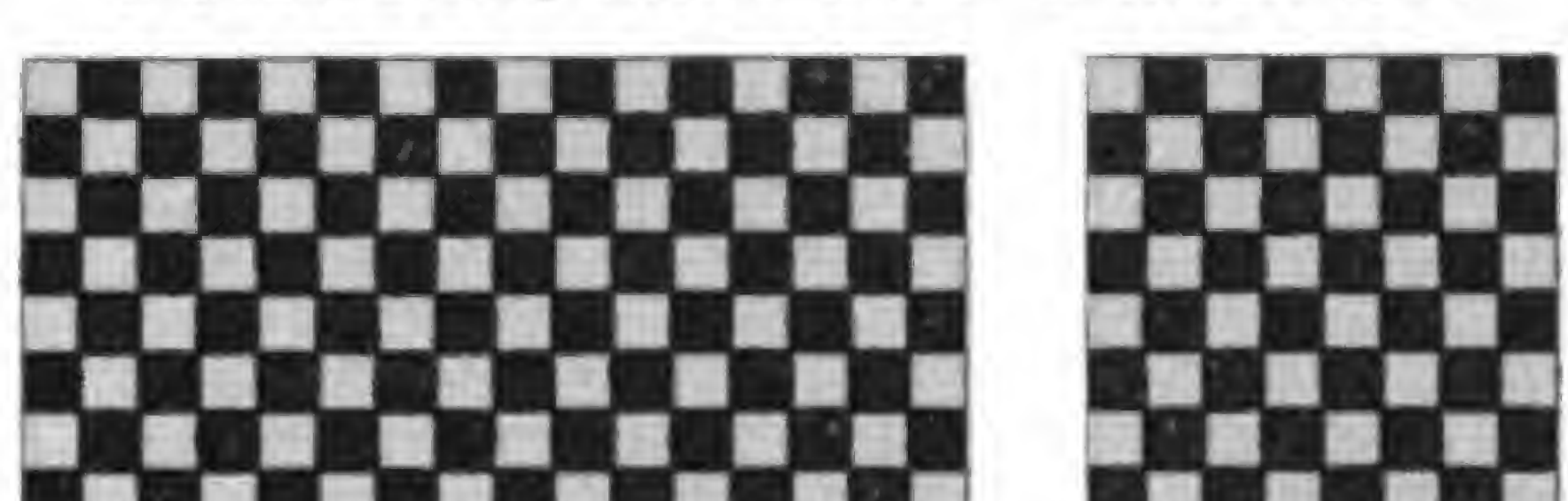
24 Point Tricky Border No. 2 36 inches \$1 65



36 Point Tricky Border No. 3 24 inches \$1 65

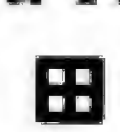



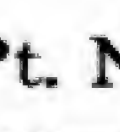
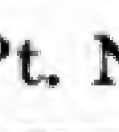

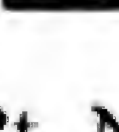










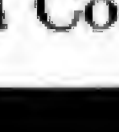







48 Point Tricky Border No. 4 18 inches \$1 50



## Quadruple Cast Squares

**Q**UADRUPLE Cast Squares are made in eight sizes: 6, 8, 10, 12, 18, 24, 30, and 36 point, for printing in one or two colors. The brass rule faces with which they are to be used are indicated by the numbers. 24 point No. 1, the lines being 1 point, should be used with 1 point flush with body face rule; No. 2, the lines being 2 point, should be used with a 2 point flush with body face rule; No. 3 with 3 point, and so on. A labor-saving font each of 1, 2, 3, 4 and 6 point will provide brass rule for the complete series. These Quadruple Cast Squares, with a proper supply of our superior, accurately-cut rule, is an equipment that will cost but little, and can be used—a great deal!

6 Pt. No. 1				
				
8 Pt. No. 1				
				
10 Pt. No. 1	10 Pt. No. 2			
				
12 Pt. No. 1	12 Pt. No. 2			
				
18 Pt. No. 1	18 Pt. No. 2	18 Pt. No. 3		
				
24 Pt. No. 1	24 Pt. No. 2	24 Pt. No. 3	24 Pt. No. 4	24 Color
				
30 Pt. No. 1	30 Pt. No. 2	30 Pt. No. 3	30 Pt. No. 4	30 Pt. No. 6
				
36 Pt. No. 1	36 Pt. No. 2	36 Pt. No. 3	36 Pt. No. 4	36 Pt. No. 6
				

Prices (a set meaning four)

6 Pt., 30 sets . . . . .	50c.
8 Pt., 20 sets . . . . .	50c.
10 Pt., 16 sets, either Square .	50c.
12 Pt., 12 sets, either Square .	50c.
18 Pt., 8 sets, any Square . .	50c.
24 Pt., 5 sets, any Square . .	50c.
30 Pt., 5 sets, any Square . .	75c.
36 Pt., 4 sets, any Square . .	80c.

Color characters in same quantities for the same sizes same prices as the above.



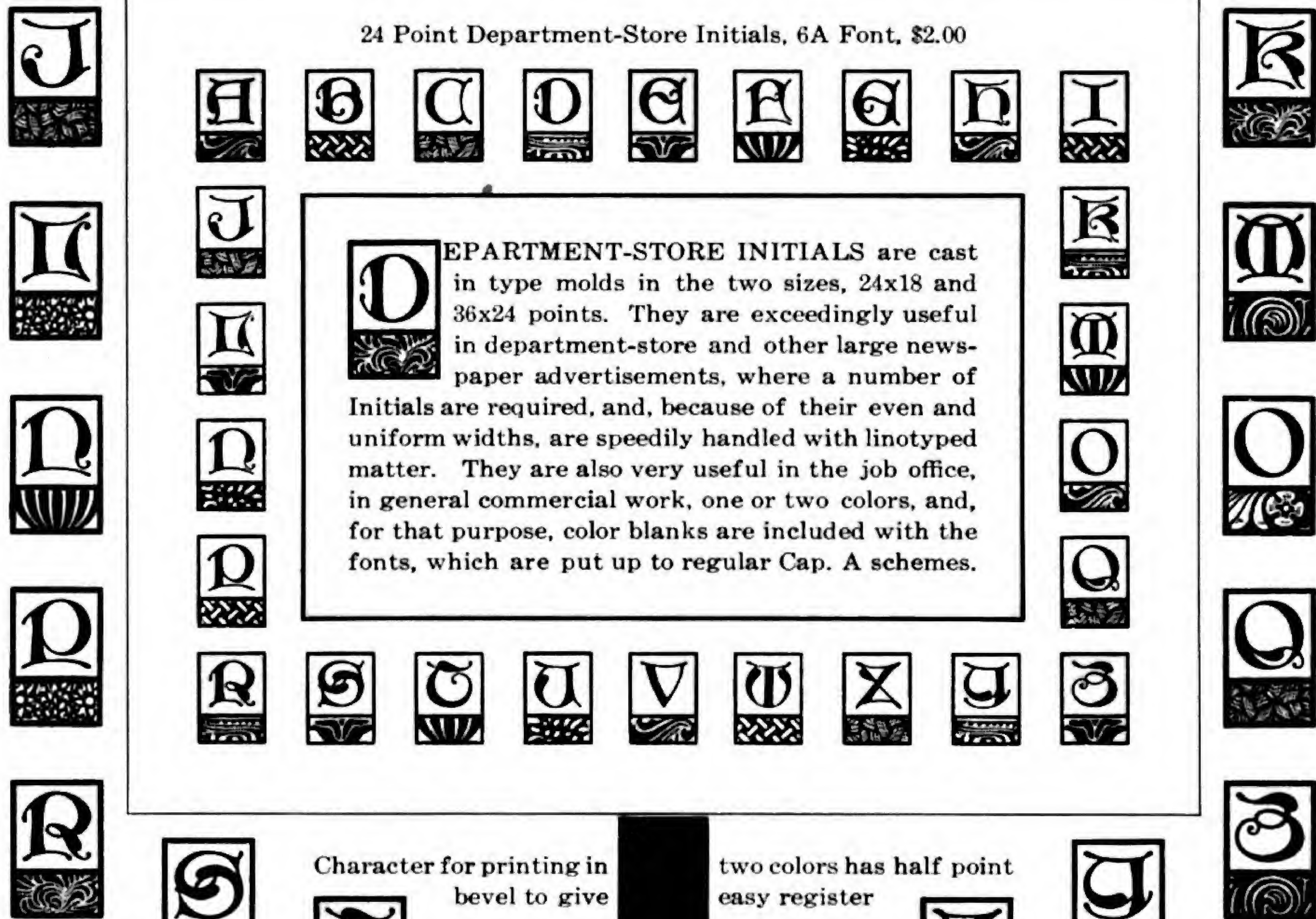
# Department-Store Initials

## Accurately Cast in Type Molds

36 Point Department-Store Initials, 5A Font, \$2.75



24 Point Department-Store Initials, 6A Font, \$2.00



**D**EPARTMENT-STORE INITIALS are cast in type molds in the two sizes, 24x18 and 36x24 points. They are exceedingly useful in department-store and other large newspaper advertisements, where a number of Initials are required, and, because of their even and uniform widths, are speedily handled with linotyped matter. They are also very useful in the job office, in general commercial work, one or two colors, and, for that purpose, color blanks are included with the fonts, which are put up to regular Cap. A schemes.

Character for printing in  
bevel to give

two colors has half point  
easy register

## French Cast Squares

**F**RENCH CAST SQUARES are made in the five sizes, 12, 18, 24, 30 and 36 point, for printing in one or two colors. They are designed for use with one of the most useful brass rule faces with which a printing office can be provided: 1 point face, flush to side of a 1½ point body. Two of these rules, bevel to bevel, will "match up" with the little black corner squares in the 12 point size, and only require even point spacing for the other sizes. In the middle, or between these two parallel lines, place whatever material that is necessary to give "balance" to the work.

	12 Point, 12 sets, 50c.	
	18 Point, 8 sets, 50c.	
	24 Point, 5 sets, 50c.	
	30 Point, 5 sets, 75c.	
	36 Point, 4 sets, 80c.	
	36 Color, 4 sets, 80c.	



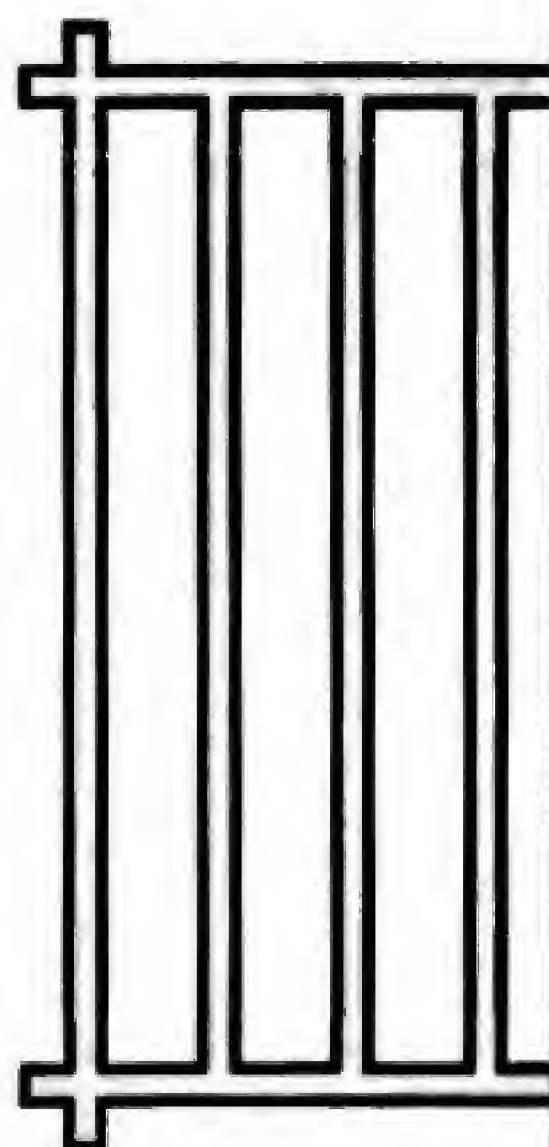
Cast Panel Pieces

FOR USE WITH BRASS RULE



CAST PANEL PIECES are made in the two sizes, 12 and 18 Point. In each size there are two patterns: one with which a single rule is used, the other with which two rules are used. All the rules required are standard, commonly used faces. A labor-saving font each of our 1, 2, 3, 4 and 6 point flush-with-body face rules will provide for the entire outfit. These are rule faces that most offices are already provided with. While the Cast Panel Pieces do not dispense with the use of a mitring machine in an office, they do, in actual use, with a proper equipment of our accurately cut brass rule, dispense with mitring. That is their intent; they make possible much better rule designs, without the expense and delay of cutting and mitring. For two-color work the single-line designs, with brass rule, are used in setting form for the second color.

Type a



Color form for this design shown annexed.

Scientific

unders Co.  
nd Originator

Border



Use as it is, or as color for preceding form.

12 Point Cast Panel Pieces

Group 1  
24 of each character, 50c.



Group 2  
24 of each character, 50c.



Group 3  
24 of each character, 50c.



Group 4  
24 of each character, 50c.



Group 11  
16 of each character, 50c.



Group 12  
16 of each character, 50c.



18 Point Cast Panel Pieces

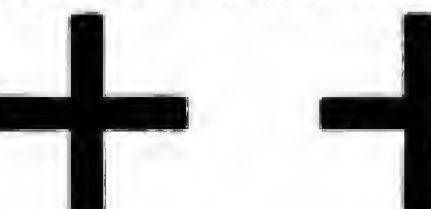
Group 1  
16 of each character, 50c.



Group 2  
16 of each character, 50c.



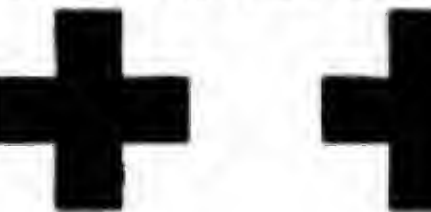
Group 3  
16 of each character, 50c.



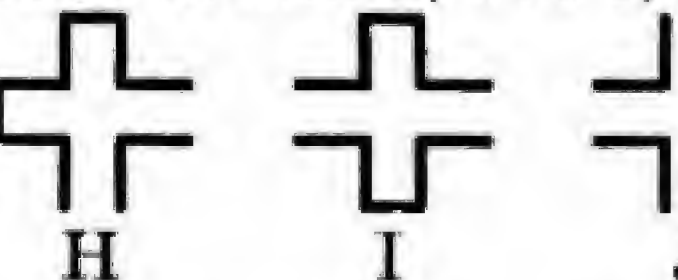
Group 4  
16 of each character, 50c.



Group 6  
16 of each character, 50c.

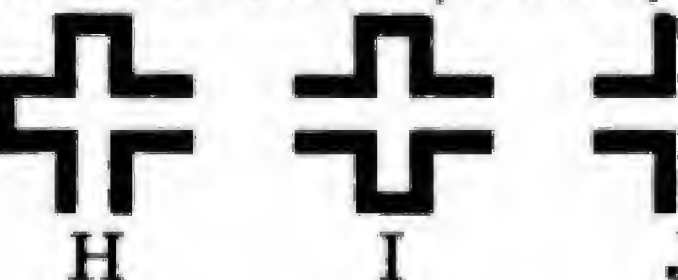


Group 11  
12 each H and J, 8 of I, 50c.



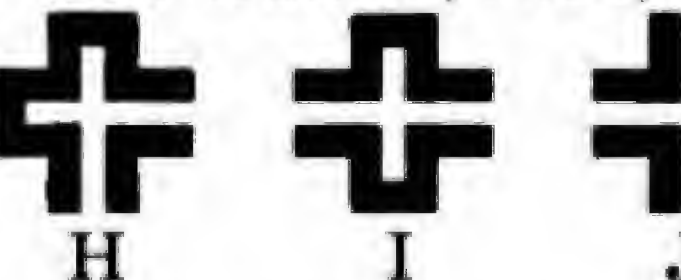
H I J

Group 12  
12 each H and J, 8 of I, 50c.



H I J

Group 13  
12 each H and J, 8 of I, 50c.



H I J



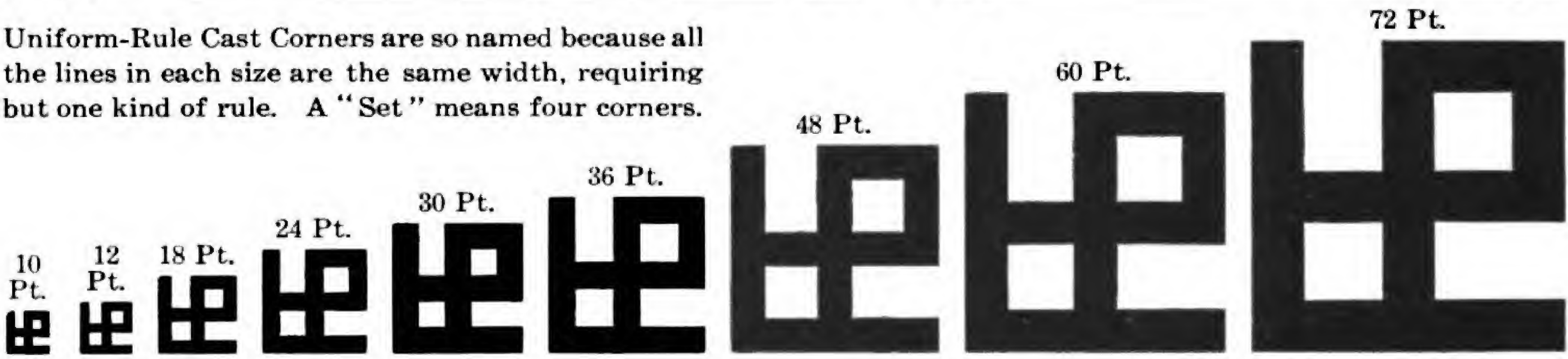
Uniform-Rule Cast Corners

Uniform-Rule Cast Corners for One Color

THESE are very desirable because of the big sizes (being made to include 48, 60 and 72 point), and can be used to excellent advantage in lines of bigger work than that which is provided for in other series of similar material. The nine sizes make a useful outfit.

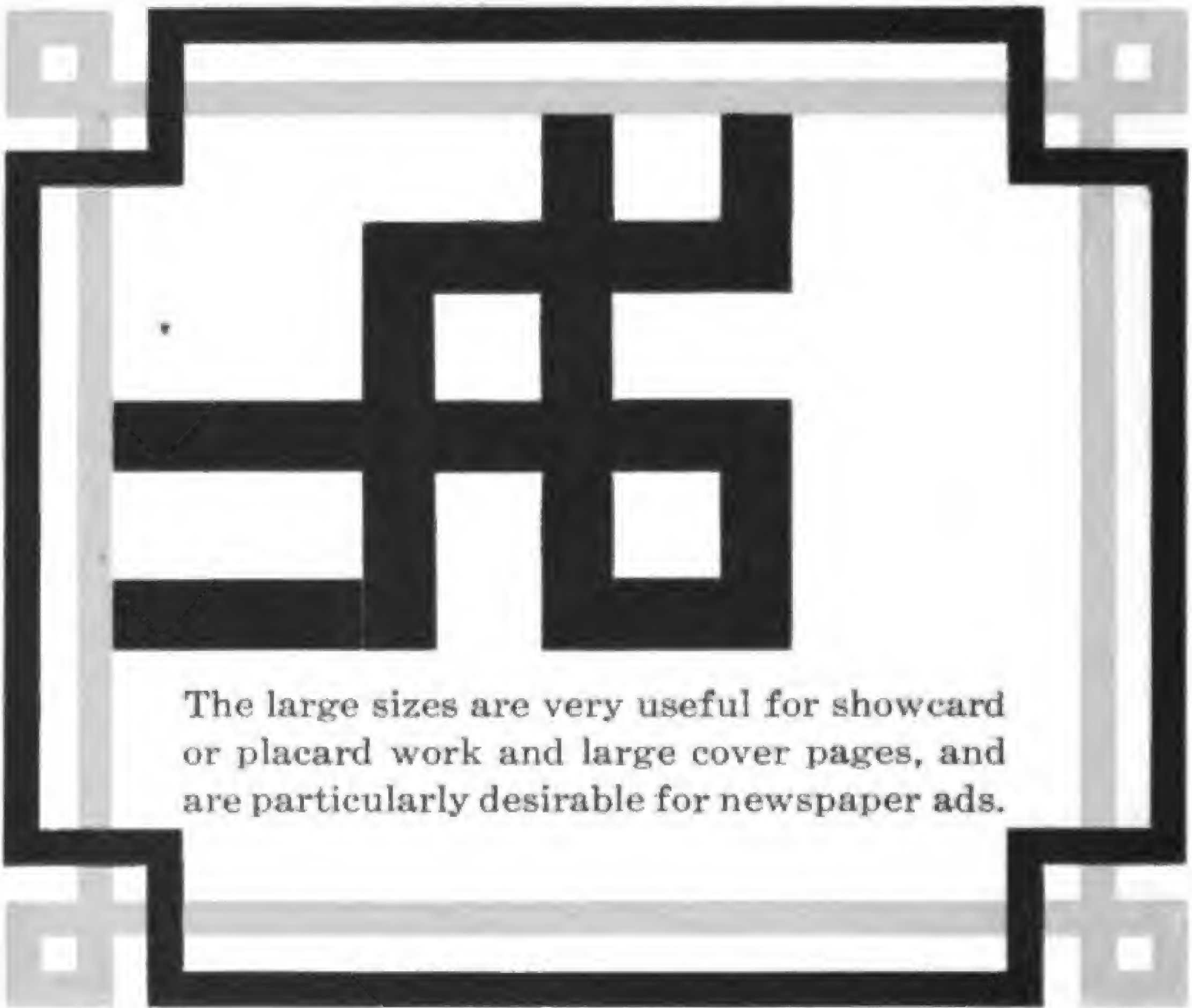
10 Point, 16 sets . . . . .	50c.
Use 2 Point Face Rule.	
12 Point, 12 sets . . . . .	50c.
Use 2 Point Face Rule.	
18 Point, 8 sets . . . . .	50c.
Use 3 Point Face Rule.	
24 Point, 5 sets . . . . .	50c.
Use 4 Point Face Rule.	
30 Point, 5 sets . . . . .	75c.
Use 6 Point Face Rule.	
36 Point, 4 sets . . . . .	80c.
Use 6 Point Face Rule.	
48 Point, per set . . . . .	20c.
Use 8 Point Face Rule.	
60 Point, per set . . . . .	25c.
Use 10 Point Face Rule.	
72 Point, per set . . . . .	30c.
Use 12 Point Face Rule.	

Uniform-Rule Cast Corners are so named because all the lines in each size are the same width, requiring but one kind of rule. A "Set" means four corners.



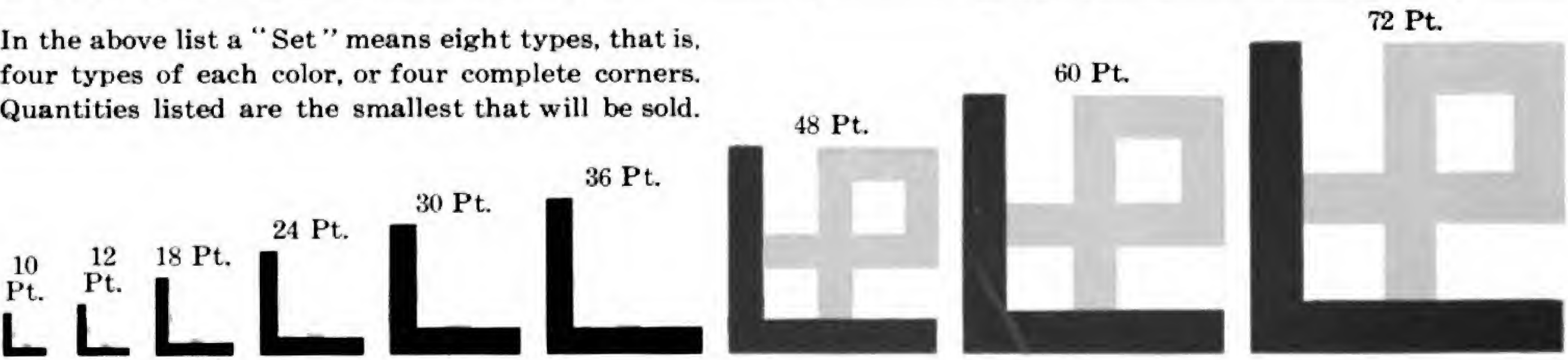
Uniform-Rule Cast Corners for Two Colors

10 Point, 8 sets . . . . .	50c.
Use 2 Point Face Rule.	
12 Point, 6 sets . . . . .	50c.
Use 2 Point Face Rule.	
18 Point, 4 sets . . . . .	50c.
Use 3 Point Face Rule.	
24 Point, 3 sets . . . . .	60c.
Use 4 Point Face Rule.	
30 Point, 3 sets . . . . .	90c.
Use 6 Point Face Rule.	
36 Point, 2 sets . . . . .	80c.
Use 6 Point Face Rule.	
48 Point, per set . . . . .	35c.
Use 8 Point Face Rule.	
60 Point, per set . . . . .	40c.
Use 10 Point Face Rule.	
72 Point, per set . . . . .	50c.
Use 12 Point Face Rule.	



The large sizes are very useful for showcard or placard work and large cover pages, and are particularly desirable for newspaper ads.

In the above list a "Set" means eight types, that is, four types of each color, or four complete corners. Quantities listed are the smallest that will be sold.





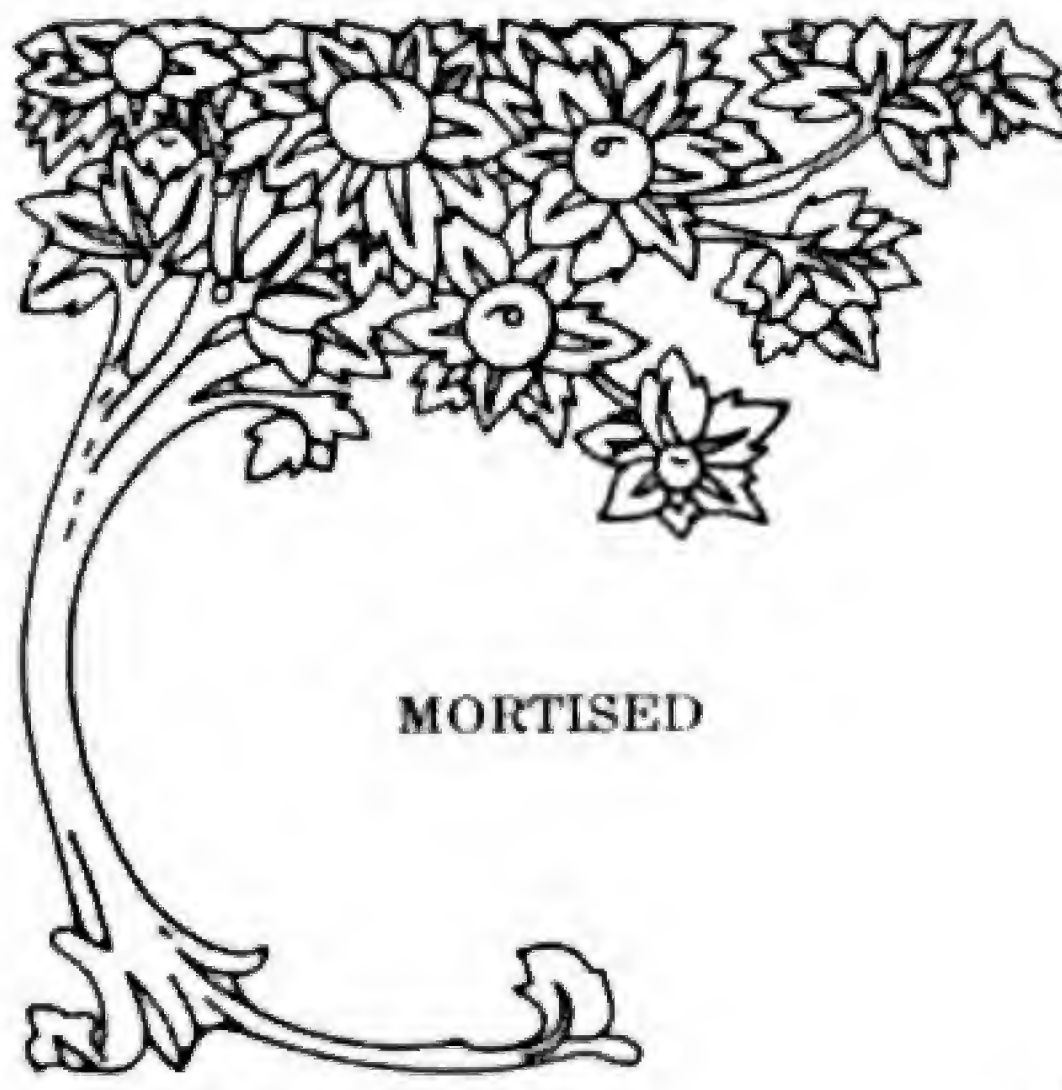


The various Branch Houses of  
the American Type Founders  
Company are in a position to  
furnish you promptly any of  
the Type Faces or Materials  
manufactured by the Inland  
Type Foundry of Saint Louis

*Your orders will be given  
prompt attention*

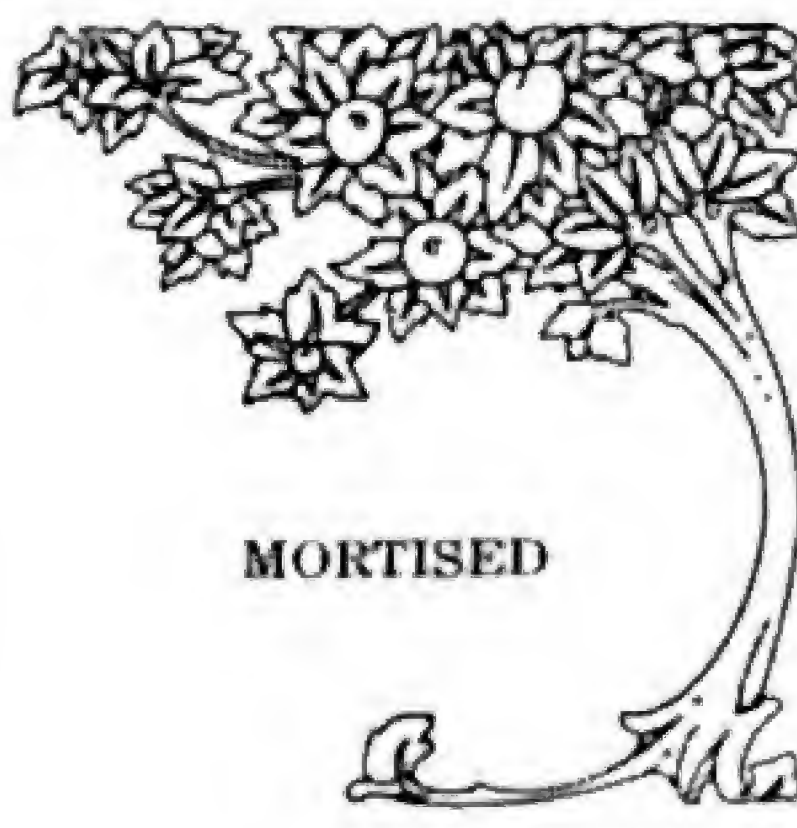


# Miscellaneous Ornaments




MORTISED

220 50c



MORTISED

217 40c

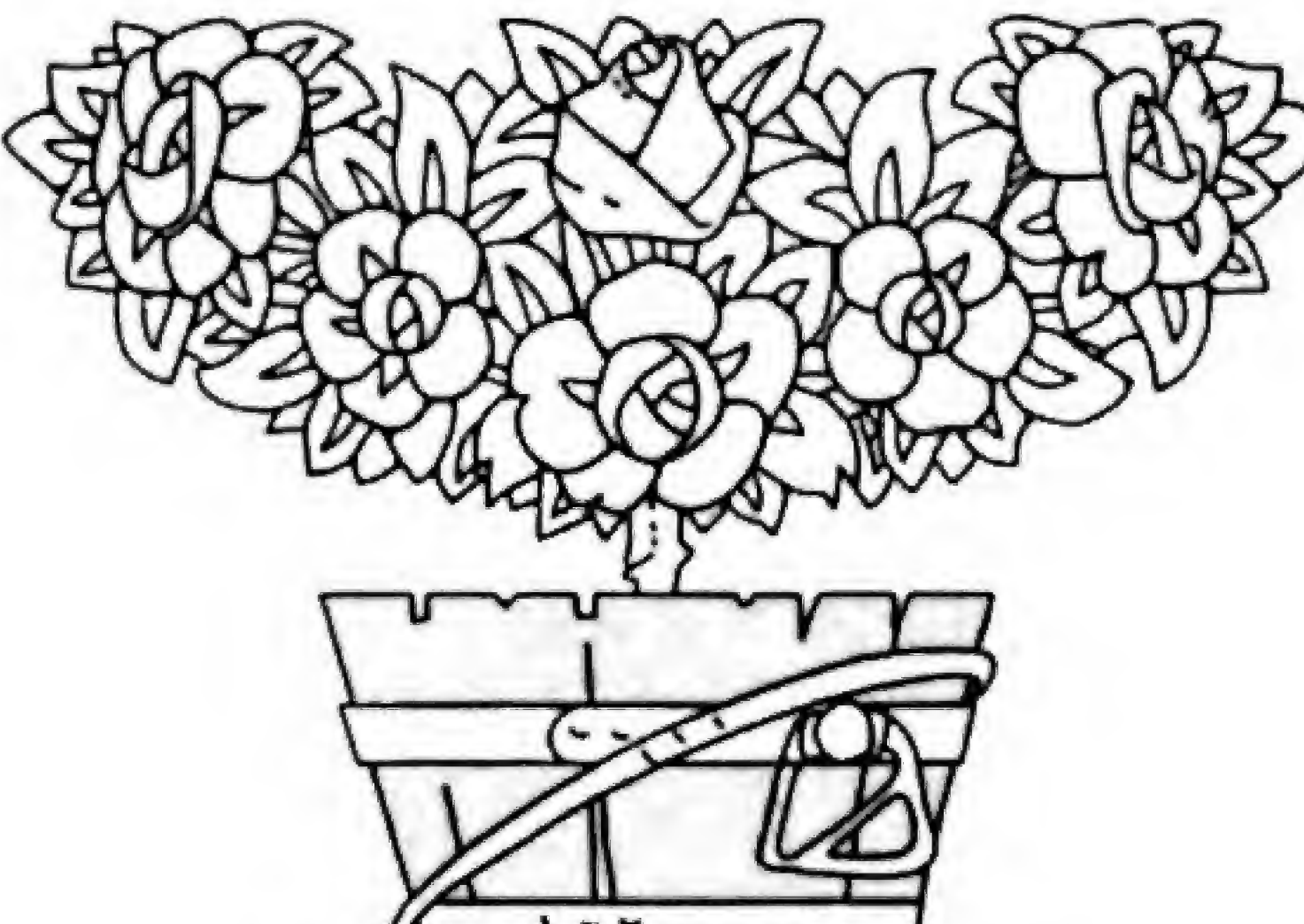


MORTISED

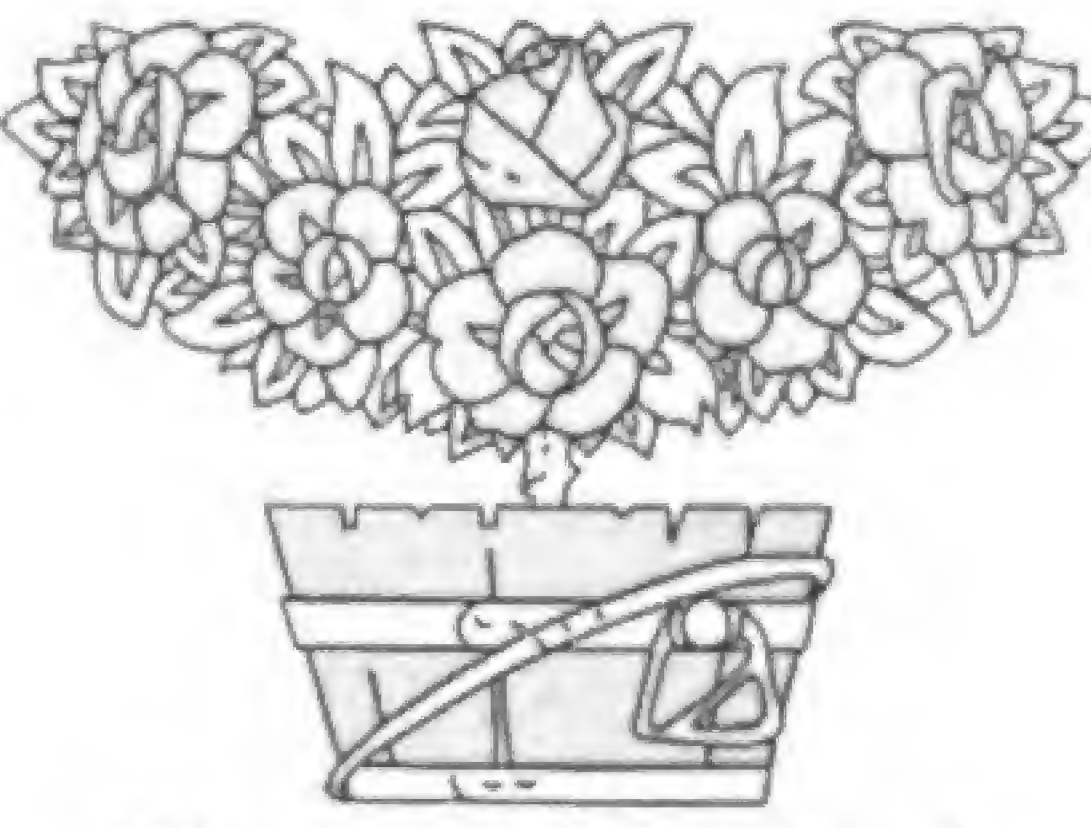
223 45c    224 Color 40c

## Strathmore Ornaments

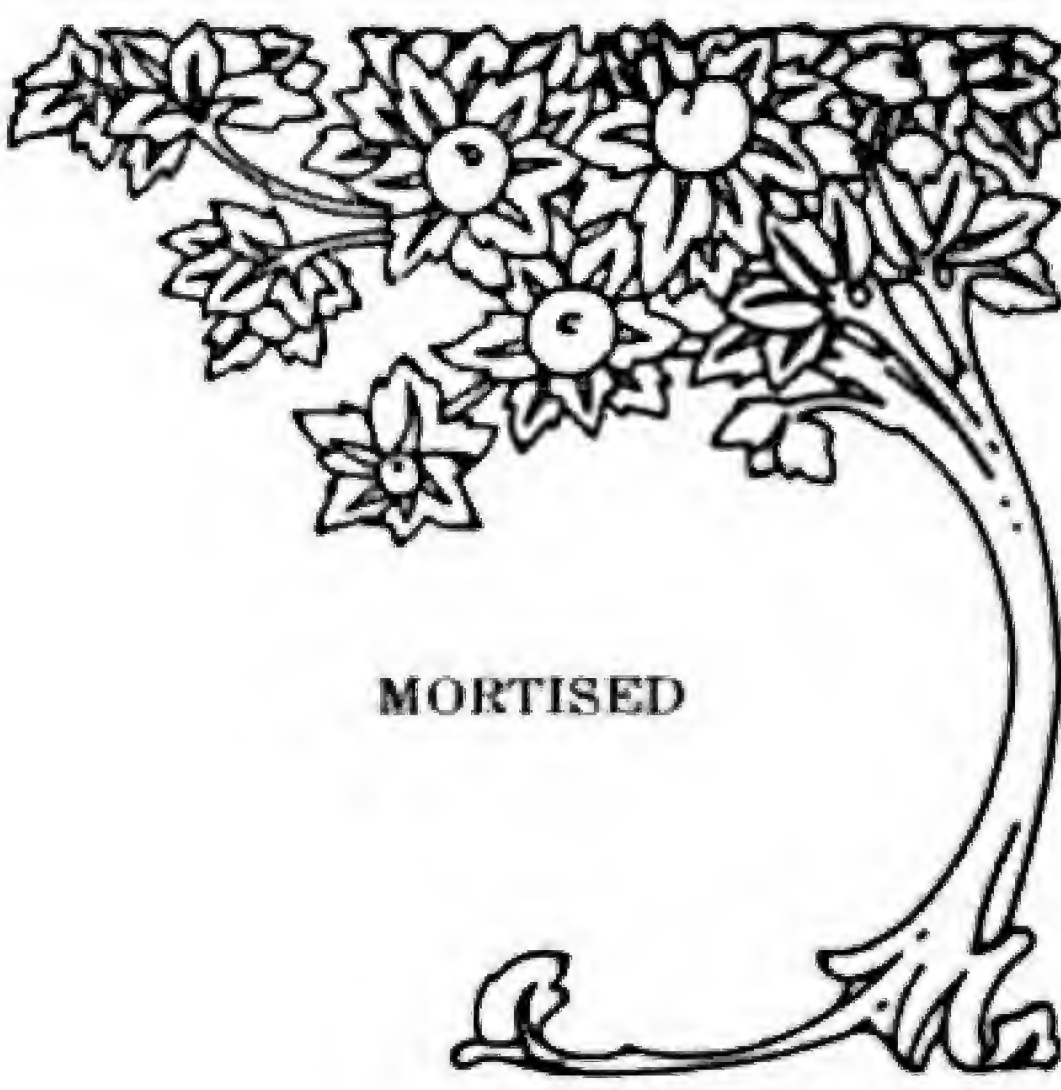
Cast in Type Molds



211 60c    212 Color 60c

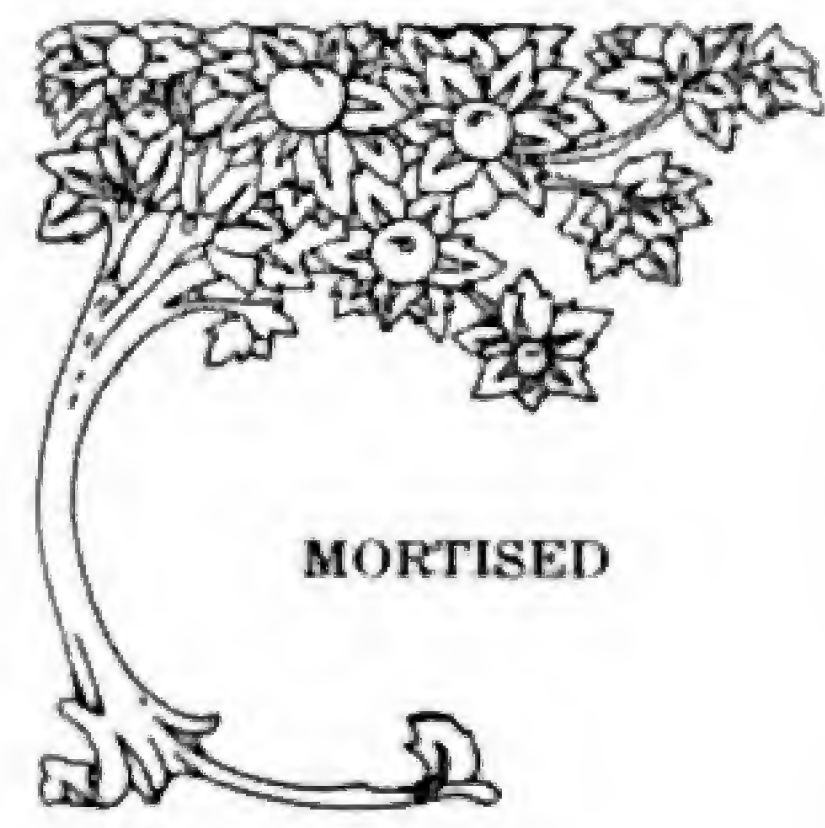


213 45c    214 Color 45c




MORTISED

219 50c



MORTISED

218 40c




Mortised


225 35c  
226 Color 30c

### Versatile Ornaments


Cast in Type Molds




86 35c




88 25c



87 30c




\*104 50c




\*103 50c

### Art Ornament



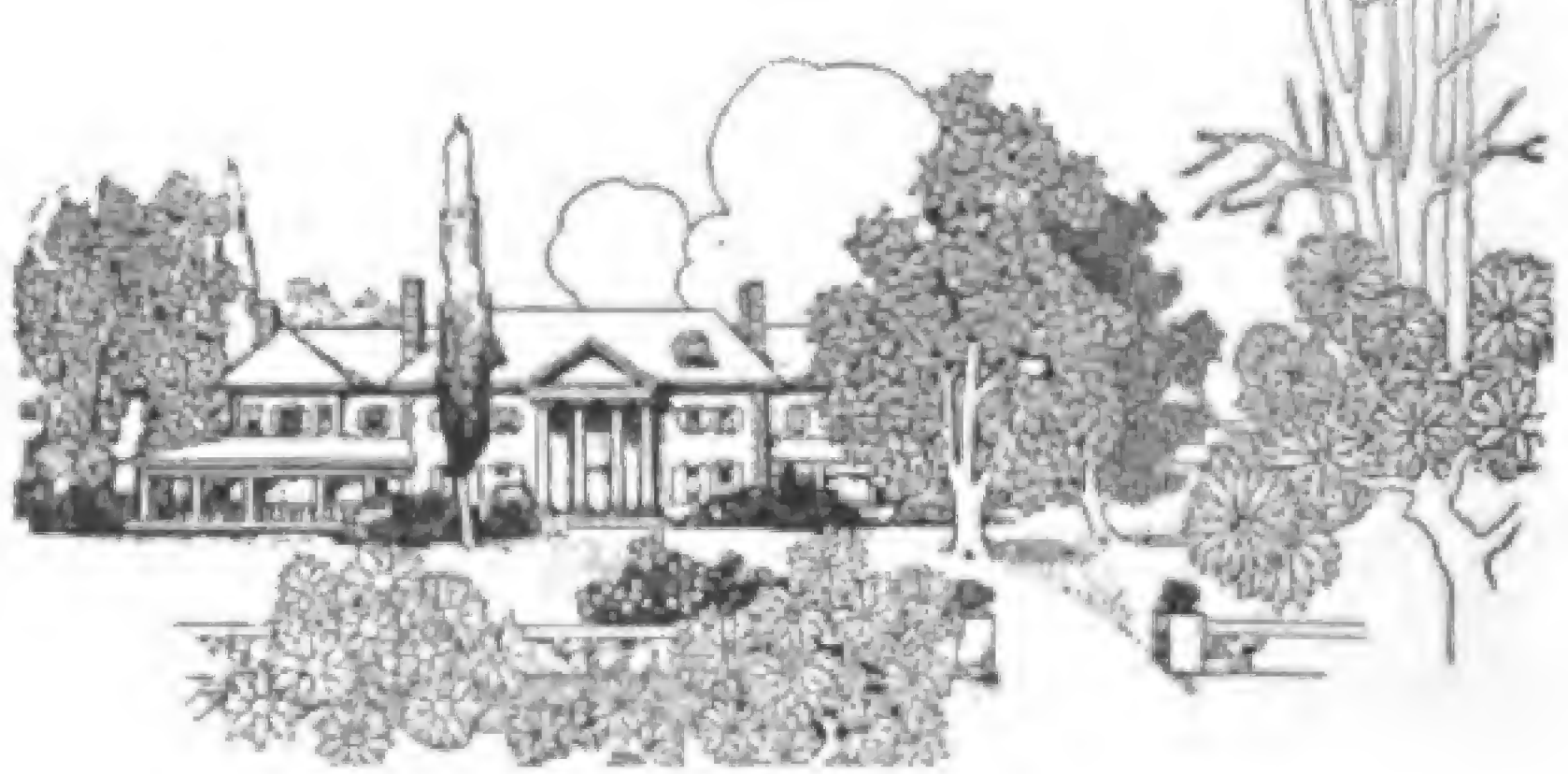
I-120001 40c

### Page Ornament



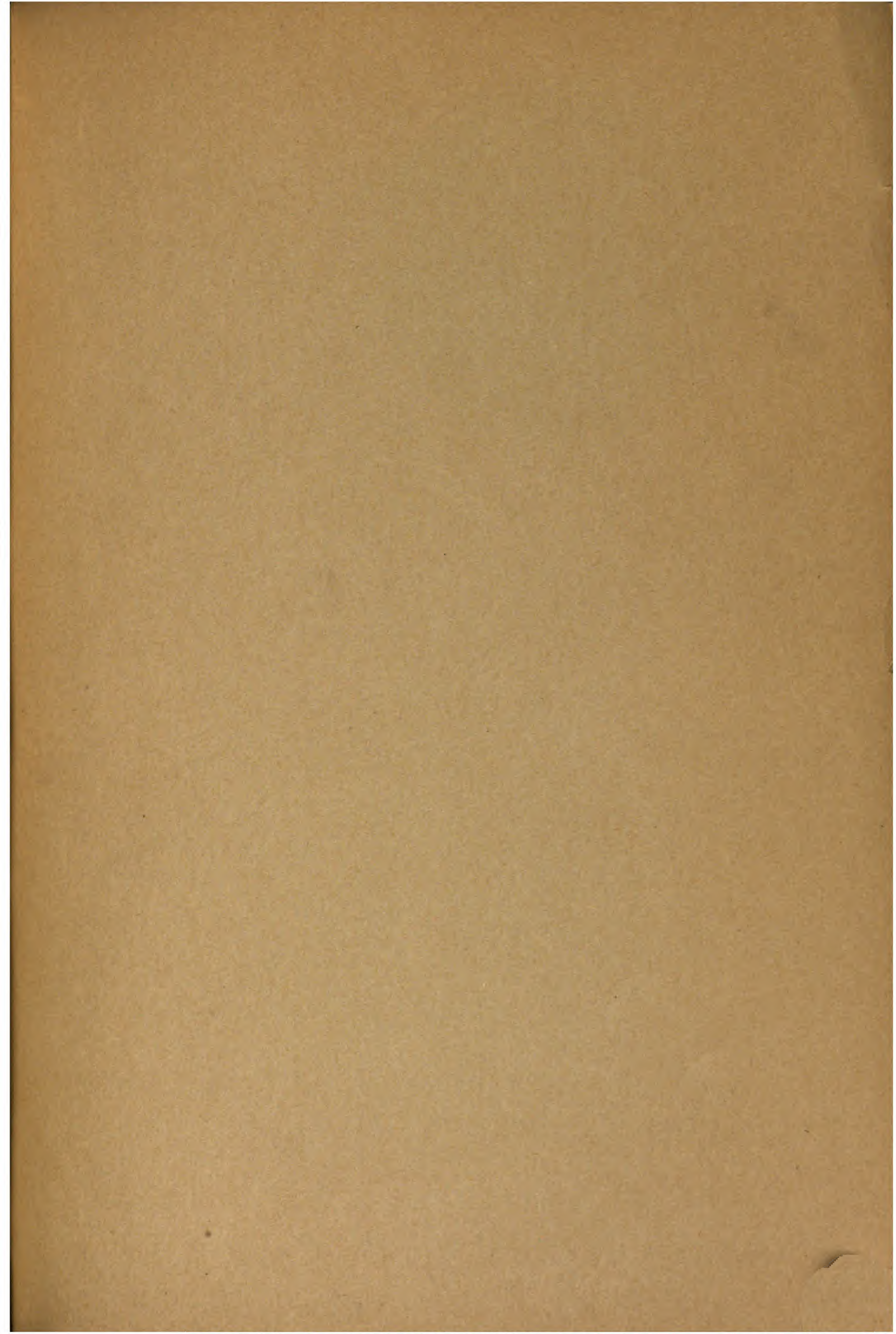
I-84105 40c

### Renaissance Ornament



\*24 50c











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